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HENRY FIELD'S SEED SENSE

"FOR THE MAN BEHIND THE HOE"

Published by Henry Field in the Print Shop

Vol. XXIV

Shenandoah, Iowa, March, 1940

No. 2

Henry Field's Sermonette

Yes, why not have plenty to eat of all the food you want, without having to go and buy it at the store?

There is no reason in the world why you should not have an abundance of the very best of vegetables and small fruits, grown right in your own back yard or kitchen garden, picked fresh at just the right time, and better than anything you could possibly buy.

It isn't hard to do, and there is no great trick to it. All it needs is the will to start, and the perseverance to stick to it and stay with it.

The vegetables shown in this picture were grown in our own garden at our cabin in the Ozark's, on land probably not as good as most of you folks have of your own; and we had plenty more besides what's here. Lots of things I didn't bother to put into the picture. Sweet potatoes, for instance, onions, and watermelons, and turnips, and okra and cabbage.

I could have made another pile as big as this, out of things not shown in this picture at all.

Just think what a comfort and what a help it would be to have a pile of good eats like that to draw on whenever you took a notion to have a good dinner.

All this could be grown on a half of a town lot, at an expenditure of not over \$2.00 or \$3.00 for garden seeds and plants.

Of course it means some hard work. But that's good for you. I think a lot of us would be better off if we would put in more time in the garden. We would be better off not only financially, but physically, mentally, and morally.

It is my firm belief that if every family had a garden and a pile of vegetables like this, it would solve most of the national problems that now worry us so much. Think it over, and see if I'm not pretty near right.

Get busy and plant a garden, and show that you can support yourself no matter what the politicians do or don't do.

And besides all this, gardening is lots of fun. I have more pleasure and real enjoyment out of my garden than anything else I do, and I believe you would find it the same way. There is something entrancing about creating things in this way, adding to the beauty and the health and wealth of the world,

and the pride of showing that you can be a self-supporting member of society by growing your own food.

And don't forget the flowers. I didn't have any flowers in this picture, but you can rest assured I had plenty of them in my garden. I always do. It isn't really a garden without a lot of flowers, and they are just as easy to grow as the garden stuff.

Get busy and prepare to grow a garden this year! Get your seeds and plants ordered, and have the ground plowed or dug up ready for them by the time they reach you.—H. F.

P. S. Hope to see your orders soon. Will give you real service.

Don't Miss Mule-Hybrid

Some corn companies have been complaining that corn business is bad this spring. They say it is way down below last year. But it isn't with us—Mule-Hybrid is being ordered so fast, we have had a hard time keeping up with the business. It's running just about THREE TIMES heavier than last year.

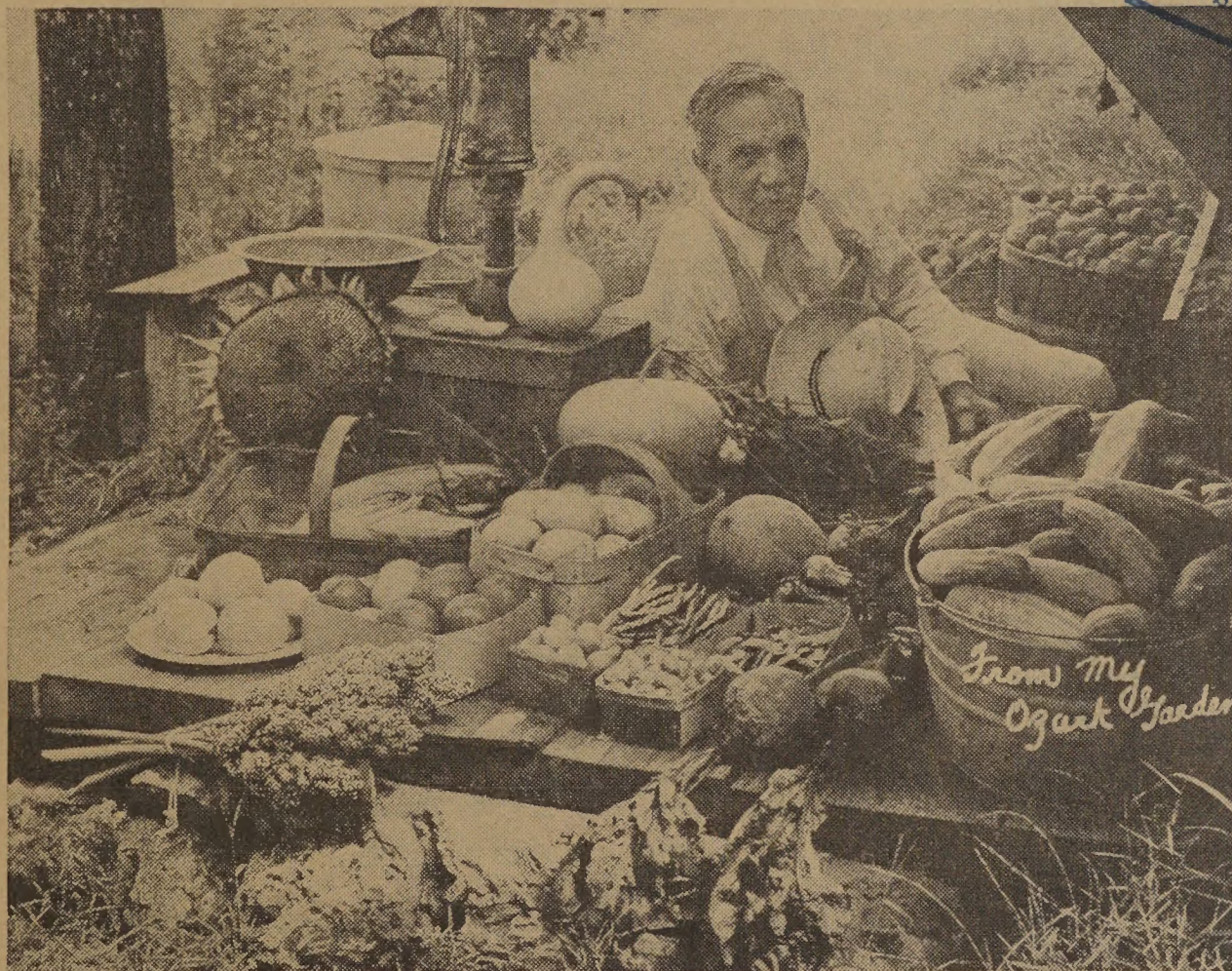
There must be a good reason for that—and there is.

Mule-Hybrid corn has been making phenomenal records everywhere it is grown. After that, back fence gossip spreads the word mighty fast that that man Henry Field has really got a hybrid that works. No fancy literature, no expensive salesmen,—just the heaviest yielding corn of the good, deep, farmer-style that's best for feeding.

The best part of it all is that, though better than common hybrids, Mule-Hybrid **STILL COSTS YOU LESS**. It always makes my blood boil to see what some companies ask for corn. They have to ask more, though. Selling through salesmen is expensive—it's bound to be. Salesmen get from \$1 to \$3 per bu. for selling you corn and that's money you can put in your jeans and save, if you buy it **DIRECT FROM HENRY FIELD**.

Now I don't want a single solitary one of you to miss out on Mule-Hybrid corn this year. If you don't want to put all your acres into Mule-Hybrid—all I ask is that you, at least, put in one to five bushels and let it speak for itself. You want to know which is the best hybrid? The yield of Mule-Hybrids' will tell you.

And get your order in soon. Stocks are going fast. It's first come, first served on Mule-Hybrid this year the way I'm being stampeded for seed.



Why Not Have Plenty To Eat, Too?

A Few Henry Field Garden Seed Boosters and What They Do



One of My Market Gardener Customers

Market gardeners know good seed. That's why I'm glad Harry Clark (left above) keeps coming back to us for his seed. Where he buys, a lot of his neighbors buy, because they know he knows what he is doing. His garden includes 2 acres tomatoes, 1 acre cabbage, 2 acres egg plants, peppers, carrots, parsnips and 2 acres strawberries and 1 acre raspberries. Some garden, isn't it?



Real Radishes

Here are Richard and Laurie Anderson with an armload of Field's Earliest Red Ball radishes. They are the niece and nephew of Miss Ethel Rye up at Hanlontown, Iowa—a good customer of mine.

Buy Beans for "Fill-In"

Don't forget, when you send your garden seed order to include some extra beans for planting on the ground you will have vacant later on when you take off your radishes, lettuce, early potatoes, etc. Beans can't be planted until the soil is warm anyway and this ground will handle another crop if you have some beans ready to plant in the vacant spots.



Head Lettuce Despite Hot Weather

"Dear Mr. Field: I had a wonderful garden from your seed, especially my lettuce. I planted your Prize Head and we had large, crisp heads long after the weather grew hot." The young ladies in the lettuce patch are Leora and Eveyln Stoddard, daughters of Mr. and Mrs. Hugh Stoddard of Auburn, Nebr.



Head of Our Frost Proof Cabbage

"Dear Mr. Field: Here's a picture of myself and son, Charles, with a head of your frost-proof cabbage. We had a wonderful garden. Our town lot only has a garden 25x32. I spent my evenings reading your catalog and planning my garden. 6 rows Alaska peas produced all the peas our family of 5 could eat for 2 weeks. Between the peas, we planted popcorn. Following our green beans, we planted Crowder peas. In our carrot and cabbage space we planted tomatoes and Okra. On the fence—guinea beans."—Mrs. George E. Rock, Stillwater, Okla.



Likes Mule-Hybrid Sweet Corn

"Dear Mr. Field: I have always gotten my garden seeds, shrubs, and flowers of you. I always take advantage of your front cover bargains so in that way I got your Mule-hybrid sweet corn last spring. Did we ever have roasting ears and lots of them? Don't be afraid to tell the world that if they want roasting ears by July 4th to get this kind."—Mrs. G. Wenger, Powhattan, Kans.



Bug Dust Saved Cabbage

"Dear Mr. Field: These are my children, LaVerne and Anna just bringing in the cabbage for Krant. This cabbage was all saved by Henry Field's Famous Bug Dust."—Mrs. Frank Johnson, Bagley, Iowa.

Don't Forget Inoculation

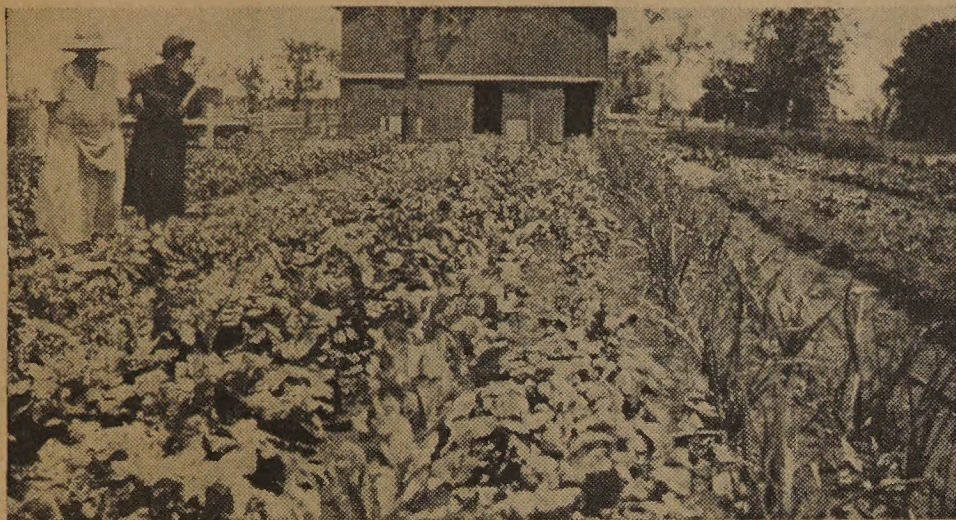
When you send your garden seed order, don't forget to include a dime for your garden seed inoculation. It's enough to treat 6 lbs. of seed. Use it on your garden peas and beans and you will find they'll come faster, do better, and at the same time they will be building up your garden soil as this inoculation helps the plant take nitrogen from the air and fix it in your soil. Every good gardener is using Nitragin. If you aren't, you ought to start.

PIN TO BUG DUST ORDER FOR FREE GIFT

NOTICE TO EMPLOYEES:

If this coupon is sent in pinned to a Bug Dust order before April 1, you are to send FREE my pet 350 flower seed collection which includes 1 pkt. California Giant Zinnias, 1 pkt. Scarlett O'Hara Morning Glory and 1 pkt. Heavenly Blue Morning Glory. Do not redeem if sent in after April 1st.—H. F.

Sign Date Sent Here.....
Not Good After April 1.



Winning Garden—Field's Seeds Used

Not that I take the credit for this wonderful looking garden, but it always tickles me when I see a garden nice as this and find out my seed was used. It means gardeners who know how, pick Field's seeds. Here's what Mrs. McClaskey says:

"Dear Mr. Field: As you already know, I am an old customer of yours, buying my garden seeds from you almost every year, and when I don't well I just lose out on a good garden. Last year, I sent you an order for seeds, bug dust included. I had a lovely garden and entered in the Crawford Co. contest and placed second. I really feel that a part of the honor should be yours as the seed came from your company.

"I canned 317 quarts of vegetables, stored 300 lbs. shelled popcorn, 25 bu. potatoes, 5 bu. sweet potatoes and 2 bu. sweet corn seed. We had wonderful sweet corn from the GIANT BANTAM HYBRID AND ATE ROASTING EARS BY JULY 1. We all enjoy Seed Sense." Mrs. C. W. McClaskey, Girard, Kans., Rt. 3.

Recipe Corner

I wish you ladies who have a good recipe or labor saving tip that you would like to share with other Seed Sense ladies would send it in. I'll print as many as I have room for. If you're interested enough, we'll have a regular exchange. Here is one of Mrs. Field's good recipes.

MRS. FIELD'S VEGETABLE SOUP—(Makes 3 qts. Serves 10).

| | |
|--------------------|--------------------------|
| 1 oz. turnip | 1 tbsp. pearl barley |
| 2 oz. green pepper | 1 tbsp. broken spaghetti |
| 2 oz. carrot | ½ tsp. black pepper |
| ½ lb. cabbage | 1 tbsp. salt |
| ¼ lb. potato | Pinch paprika |
| ¼ lb. onion | Pinch red pepper |
| ½ lb. tomato | 1 qt. soup stock |
| ¼ lb. meat | 2 qts. water |
| 1 tbsp. rice | Boil 1 hour |

P. S. Better get these vegetables growing in your garden. Your family is going to be hollering for this soup often.—H.F.

* * * * *

Use two or more "Chore girls" or pot scourers to take outer skins off of carrots. Really works and quick too. Works on new potatoes, too.—Mrs. Anthony Weiner, Vall, Ark.

* * * * *

To water tomatoes, sink old can with hole near bottom into soil near plant. Pour water into can. This waters roots instead of running around on top of ground.—Mrs. V. M. Wells, Minneapolis, Minn.

SPECIAL PRICES—LAWN SEED

You folks ought to get your lawn thickened-up early. Last fall's dry weather hurt them more than you think. I'm making special Low Prices so you won't have any excuse not to get it done. Send your order Now. If you like bargains, here they are:

| FIELD'S FAMOUS LAWN MIXTURE | 1 lb. | 3 lbs. | 5 lbs. | 10 lbs. |
|--------------------------------------|-------|--------|--------|---------|
| Starts in 10 days. Grows anywhere | 39c | 98c | \$1.49 | \$2.95 |
| Extra Select BLUE GRASS..... | 39c | 98c | 1.49 | 2.95 |
| Mixture for SHADY SPOTS..... | 49c | 1.39 | 2.25 | 4.35 |
| WHITE DUTCH CLOVER..... | 75c | 2.15 | 3.25 | 5.95 |
| Solid Shade Grass (Poa Trivialis)... | 59c | 1.69 | 2.65 | 4.95 |
| Bent Grass Seed adapted to Midwest | 98c | 2.75 | 4.45 | 8.50 |

Sow early as possible—on snow if you can. If not, rake it in well and roll with heavy roller. Sow 1 lb. 200 sq. ft., new lawn—1 lb. every 400 sq. ft. for thickening up old lawn.



35 Years a Field Customer

Don't those melons look good? They were raised over at Otoe, Nebr., by Bert McMullen who writes, "We have used your seeds for 35 years and won't use any other. Have always raised a garden. Picture is of myself and H. F. melon patch."

Try the Newer Things

Most of you have favorite varieties of garden seeds you plant every year because you like them. They're good, and you like them and that's fine. But you wouldn't object if they were improved a little would you?

I don't see any Sugar Lumps in that pile. Haven't you tried them yet, Bert?

That's what the new varieties are—improvements of old strains. Some are sweeter, some heavier yielders, some earlier, some more disease resistant. They are always better in some way. But you have to try them, if you want to keep your garden up to date producing the most of the best.

That's why I urge you to try out every year 2 or 3 of the newer things. Here are some of the most recent—you should try them.

| | |
|--------------------------|----------------------------|
| New Wrinkled Alaska Pea | New Double Jointed Peanut |
| New Fillbasket Bean | New Hybrid Sweet Corn |
| New Tendersweet Radish | New Wilt-Resistant Cabbage |
| New Golden Nugget Carrot | New SUGAR LUMP WATERMELONS |

See Catalog for descriptions.

Have You Heard About the Sensational Vitamin B₁?

Everybody is talking about this sensational vitamin for plants—Vitamin B₁. The miraculous things it does when added to plant's soil are almost unbelievable!

Better Homes and Gardens who announced the discovery and have written article after article about it report 5 inch rosebuds, dahlias 10 inches across; enormous apples—all because Vitamin B₁ was added to soil which is almost always deficient in this very necessary stimulant. It can be used in solution to water plants, shrubs, or trees, or the roots of plants can be dipped in it to stimulate root growth and allay the shock of transplanting.

I can supply this plant vitamin in two forms—tablet form or stock solution form. Both are easy to use and go a long way. Be sure and order with your seeds. You'll want to work some miracles with your garden this spring.

TABLET FORM—Easy to use. Simply dissolve one tablet in 2 or 3 gallons of water. Use solution to water flowers or to dip roots of plants in. Full directions on bottle. 100 table size, 1.00; 25 tablet size, 50c postpaid.

STOCK SOLUTION FORM—Concentrated solution. Comes in bottle with eye-dropper. One drop of this solution in 1 or 2 gallons of water is enough. Bottle will make 500 to 1,000 gallons—enough for entire season. Bottle only \$1.00 postpaid.

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To prevent your eyes from watering while peeling onions, keep a small piece of bread in your mouth while doing so, and you will shed no tears.



SOME PICTURES OF OUR MEXICAN TRIP



You've heard of the Tropic of Cancer, and you have seen it marked in the old geography. All right, here it is, at close range. That's Andy our guide with me.



The most typical thing you see in the Mexican scenery is the Cactus. You see it in hundreds of varieties and in every size. Here's Mrs. Field inspecting an extra big one. She wanted to bring it home with her, but Harley objected. We were so crowded, he was afraid he might have to sit on it all the way home.



A Mexican farmer and his wife on their way to town. This is a very familiar sight along the roads there. The third donkey is the Mexican rumble seat.

We had a wonderful trip this past January, down into Old Mexico, Mrs. Field and myself, and our good friend Harley Bartles. We went by automobile, of course, lived in cabin camps, and went way down into Old Mexico clear beyond Mexico City. In fact, we went just about as far as the paved road went; a total distance of about 2,000 miles.

With the side drives we made, we covered a total of about 5,000 miles, and it was a wonderful experience.

We left here during the deep snow and bitter cold early in January, and were gone three weeks—two weeks of it in Mexico.

Here on this page are some of the pictures we took, which will give you a little idea of what it is like.

It was a wonderful and interesting trip, and very much of a surprise too, for we found that pretty nearly everything we thought we knew about Mexico was wrong, and we had to learn it all over again.

We found the people of Mexico to be as fine people as you ever saw; extremely polite, courteous, very friendly, and law abiding.

We found the scenery wonderful and beautiful, the weather perfect, and the eats good. We liked it so much that we aim to go back again, if we can, sometime when everything is in bloom.

It would take too long to tell all the interesting and surprising and funny experiences we had, but we certainly saw everything we could, and it was a lot.

COME SEE THE PICTURES

We took hundreds of pictures. Come to my desk at the Seed House some day, and I'll show you some.

Yes, we saw the Floating Gardens and the volcanoes, and the great Pyramids, and the great Cathedrals, and everything else that we had time to take in.

Their winter weather, which they were having when we were there, is just about like nice Iowa September. Their summer is said to be about like our May, especially in Mexico City, which is very high elevation, about 8,000 feet. Mexico City is a surprisingly beautiful place, a city about the size of Los Angeles, and fully as beautiful.

We went in by way of Laredo, Texas, where the great Pan-American highway crosses into Mexico; then on down through Monterrey, Victoria, and Tamazunchale, to Mexico City, and then on down beyond, to Taxco; with lots of side trips in between. Splendid paved roads all the way.

It was a wonderful trip, especially for people like us, who had never been outside of the United States before.

But, of course, when we got back, good old Iowa looked awfully good to us yet.—H.F.

Information Helps

I would suggest you write to the following addresses for free guide books, maps, and other information on Mexico:

Pemex Travel Club, Mexico City, Mexico.

Pan-American Tourist Bureau, Laredo, Texas.

Mexican Automobile Association (A.M.A.), Laredo, Texas; or Mexico City, Mexico.

Federal Government Tourist Bureau, Mexico City, Mexico.

Power's Art Shop, Nuevo Laredo, Mexico.

Any of these will be glad to give you worlds of free information. We have found the cabin camps everywhere very nice, but we especially recommend these. We have checked up closely in these places and find the ones mentioned the best ones:

Laredo, Texas, The Alamo Courts.

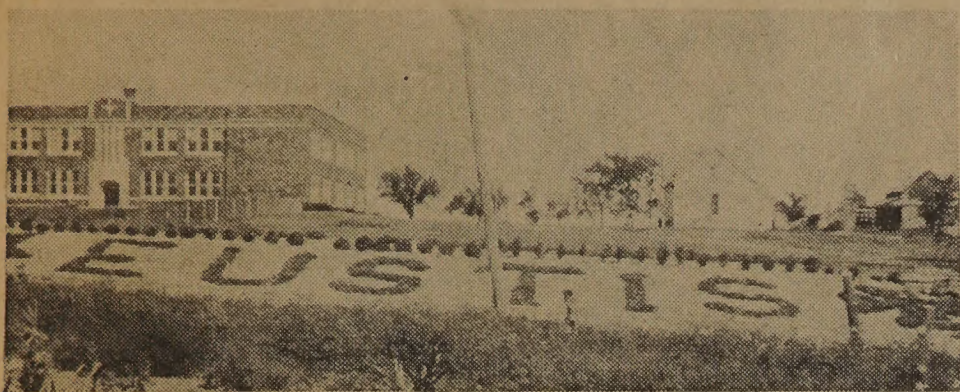
Monterrey, Mexico, Regina Courts.

Mexico City, Mexico, Shirley Courts.

These are all very high grade tourist courts, or what we call cabin camps; moderate in price, and very nice. You will make no mistake in stopping at them.—H. F.



In Mexico you see Old Testament pictures at every turn of the road. You seem to step back 2000 years in history.



Spelled with Field's Flower Seed

Here's an interesting example of what my flower seed is being used for over in Eustis, Nebr. Mrs. H. H. Linke sent this in and said, "This is from a package of rose moss seed I got from you last spring. As you'll notice they make wonderful letters, so I made Enstis out of rose moss plants near the school building." Some of you other folks may want to try this kind of flower growing. But whether you do or not, be sure and plant plenty of flowers around your place this year.

Ever Hear of Garbanzos?

Well, I had heard of them years ago but I never knew Garbanzos were as good to eat as they really are, until I got down to Mexico. They are a great item of food down there. I found, too, that Garbanzos are even grown successfully in Idaho, Wyoming and our regular seed growing districts. I have never tried to grow them here in Shenandoah but I am confident it can be done. I got a few of them to plant in my own garden and have some extras and while they last I am going to pass them around to you who are interested.

Garbanzos are sometimes called the "Chick Pea." It grows something like a bean or soy bean plant, 16 or 18 inches tall, very bushy, has a spreading vine and carries 40 to 60 pods to the plant. The pods are quite small, when green they are inflated like little balloons. Give them the same care as you do your bush beans.

We are going to put them up in good, liberal sized packets, enough to give you a sample and a start for 15c, or if you want a little larger packet, almost a half pound for 25c. That barely pays for the postage and packing and handling. We aren't making anything on them but I want to get them started out in a big way. If you like to plant something new and different plant Garbanzos in your garden this spring and then write me a letter and tell me how you like them. Better order right away as I haven't very many.

A Lesson from Mexico

I learned lots of things from the Mexican people, and one of them was the importance of growing more and better gardens.

They are the greatest gardeners I ever saw. Everybody raises lots of gardens, and good gardens, and they eat tremendous amounts of vegetables. They eat more vegetables in proportion than we do.

Of course, it is partly a matter of necessity. The country is densely populated; in fact, over-populated, and they must plan carefully in order to have enough for everybody to eat.

But nobody goes hungry. Everybody seems to have plenty to eat, and is cheerful, busy and happy. I believe they eat three times as much vegetables in proportion as we do. Not quite so many Irish potatoes, but lots of tomatoes, beans, cabbage, onions, peppers, and salads, and lots of corn in every form.

They cultivate every inch of ground to the limit, and of course, as a result, they have wonderfully good gardens. The markets are full of endless variety of vegetables the year around.

You know, I believe that if we would go in for gardens as enthusiastically and as carefully as they do, we would all be a lot better off.

Try it and see.—H. F.

* * * * *

Confucius say, "Man who sit on tack is better off."

* * * * *

If a penny saved, is a penny earned, you earn lots of pennies by ordering DIRECT FROM HENRY FIELD.

Don't Forget Your Frost-Proof Plants



This picture shows some of my frostproof plants doing well despite a light snow and frost. They're outdoor-grown and hardy as eskimos.

Don't forget to order early and get in on this beautiful batch of FROST-PROOF Cabbage and Onion plants. They are going out so fast, they won't last long, but I've got enough to go around for awhile yet. So if you're the guilty one, who has put off ordering, send me that order and I'll show you some real service. All are state-inspected plants, grown out-of-doors, and frost won't hurt them a bit. Over half my customers use them every year and wouldn't be without them. I can supply them at the following prices:

FROST-PROOF CABBAGE PLANTS—Wakefield, Norseman, Early Flat Dutch 100 for 45c; 200 for 79c; 500 for \$1.39; 1000 for \$2.49 postpaid.

FROST-PROOF ONION PLANTS—Riverside Sweet Spanish, White Bermuda, or Yellow Bermuda—300 for 47c; 500 for 79c; 1000 for \$1.49, 3000 for \$3.49 all postpaid.

Sweet Potato Plants

Yes, we are going to have Sweet Potato plants and plenty of them, ready for shipping at the proper planting time. We can supply you with two kinds NANCY HALL (the vigorous, large ones) or YELLOW JERSEY (the dark yellow ones). Both varieties are priced cheap. 100 for 45c, 200 for 85c, 500 for \$1.95, 1,000 for \$3.25. All Postpaid.

"Down on the Farm"

Down on the farm, 'bout half-past four,
I slip on my pants and sneak out the door;
Out of the yard I run like the dickens
To milk ten cows and feed the chickens.
Clean out the barn, curry Nancy and Jiggs,
Separate the cream and slop the pigs,
Work two hours, then eat like a Turk,
And by heck! I'm ready for a full day's work.

Then I grease the wagon and put on the rack,
Throw a jug of water in an old grain sack,
Hitch up the horses, hustle down the lane,
Must get the hay in for it looks like rain,
Look over yonder! Sure as I'm born,
Cattle on the rampage, and the cows in the corn.
Start across the medder, run a mile or two,
Heaving like I'm wind-broke, get wet clear through,

Work all summer till winter is nigh,
Then figure up the books and heave a big sigh,
Worked all year, didn't make a thing;
Got less cash now than I had last spring.
Now, some people tell us that there is no hell,
But they never farmed, so how can they tell?
When spring rolls 'round I take another chance,
While the fringe grows longer on my old gray pants,
Give my s'penders a hitch, my belt another jerk,
And by heck! I'm ready for a full year's work.

Attention! Helen Field Fischer Fans

Here's a real surprise—My sister Helen Field Fischer, flower lady of KFNF for years, now has her new flower book ready for you. It has taken years in preparation. She calls it "The Flower Family Album"—but it really is more fun and more interesting than any album I've seen.

132 big pages in all—picture all the plant families and all their relation with Helen's own interesting and odd facts about each one. The pictures were all drawn from live plants by Mrs. Fischer's daughter—Gretchen Harshbarger. You can send orders direct to KFNF. Price only \$1.50.

By the way, don't forget you can hear Mrs. Fischer's talks over KFNF every day at 1:30.

HENRY FIELD'S SEED SENSE

"FOR THE MAN BEHIND THE HOE"

Published by Henry Field Seed & Nursery Co.
Field No. 1 Building Shenandoah, Iowa

Henry Field, Editor

Contributors

"Alfalfa" John Nicolson (Seed) Helen Field Fischer (Flowers)
Pate Simmons (Seed & Nursery) Leona Nicolson (Nursery)
Mrs. Leanna Field Driftmier Irving Steurer (Garden Seed)
Paul Wilkinson (Nursery) Frank Field (Seed & Nursery)

Subscription Price—A Garden Seed, Field Seed
or Nursery Order

Now! Ten Henry Field Stores

For your convenience, we've been adding more stores through Iowa and Nebraska until now we have ten, beside the main one at Shenandoah. All carry complete stocks of field seeds, garden seeds and nursery stock, but whether or not you buy anything, I hope you drop in and pay a visit at the store nearest you. The boys there will be glad to see you and will "break their necks" to see that you're treated right.

Find the store nearest you. Here are the addresses:

Des Moines, Iowa—400 E. Locust and 215 Walnut St.

Fort Dodge, Iowa—505 Central Avenue.

Omaha, Nebraska—1211 Farnam St.

Lincoln, Nebraska—942 P St.

Council Bluffs, Iowa—535 W. Broadway.

Perry, Iowa—1309 2nd.

Chariton, Iowa—North Main.

Carroll, Iowa—126 W. Fifth.

South Omaha, Nebraska—2419 N. Street.

Moon Sign Planting Dates

For the benefit of many of you folks who want to know the proper time to plant according to the moon signs, here are the proper dates for 1940.

Plant Potatoes, Radishes, Onions, March 25th and 26th. (The two days following Easter). Or if too cold and wet then, plant them April 4th and 5th.

Plant Cabbage seed, Peas and Lettuce, or set Frost Proof Cabbage plants March 17th and 18th.

Plant tomato and pepper seed for plants on these same dates, providing you have room to transplant and grow them out until planting time.

We Have New Nursery Building

Our nursery business has increased so fast for the past three years—over three times—that we had to build a new nursery building to take care of it all. It's just north of the main No. 1 building and is 70x70 feet. Walls are hollow tile, 12 inches thick, then insulated with a suspended roof all completely insulated. This insulation keeps the stock in perfect shape while it is getting packed and shipped.

We can get your orders out so fast now you can't plant fast enough to keep up with us. And if the business doubles again this year, we have the room to handle it and then some.

I'll try and show you a picture of it next month, showing how we carefully pack, wrap, and send out each order.

A Tip on Saving Money

Here's a tip I want to pass on to you farmers. If you call at the depot for your seed, you are to get 5c per hundred payment from the railroad company for coming after it. In case you haven't been getting this money, be sure to ask for it. It's yours and you're entitled to it. All railroad companies pay this same amount.

* * * * *

All men may be born equal, but they soon start making the necessary changes, so the pulpits and prisons both may be kept filled.



Hello Everybody!

Bet you're surprised to see this picture taken way last Christmas morning. Grandpa wanted one for Seed Sense and this is the only one mother had. But it should be all right because we still look the same. We had a very merry Christmas and I hope you did too. I'm coming down to Shenandoah next summer to visit grandpa's seedhouse again. I can hardly wait. Bet grandpa will take a lot of pictures then. But he won't have to. Mother is going to take a lot to send grandpa for next Seed Sense. See you then. HENRIETTA (speaking for Susan, Elizabeth, and Big Boy—my daughter, Ruth's children.)



Don't
Forget to
Order
Your
Supply

4 lbs. only \$1.00

10 lbs. only \$2.50

All Postpaid

Years ago, I couldn't find a coffee that quite suited me, so I had a special blend of the best coffees roasted just to my taste. I believe in good coffee—rich and full-bodied and I found the only way to get it was to have it made to order.

My Own Private Blend

The blend I worked out, proved so popular that gradually my customers from all over the country asked me to supply them some. Now thousands of customers from all over the United States send regular to me to get their coffee supply. I have no patent on it and am glad to share it.

Brought In Fresh Every Week

A new supply is roasted and sent to me each week. Coffee should be fresh and that's the way I get it. It's packed in a special "towel" bag, which serves as a towel after the coffee is used up. Women like that.

Fully Guaranteed

If you haven't used my coffee, you have a real treat ahead of you. And I want you to try it. Just send your order in and try it once. I guarantee it to taste better, make more cups per pound and please you better than any other coffee regardless of price or it won't cost you a cent. If it doesn't, send it back and I'll refund every cent. If you want a stronger guarantee, write it yourself and I'll stay hitched.



Grew This Tall in 2 Years!

Here's another proof of how fast Chinese Elm will grow. This picture was taken just two years after the Chinese Elm was planted. It was a 6 foot tree when set, and must now be over three times that. Picture sent in by Margaret Pulley, Elmore, Minnesota. Chinese Elm are hardy, too, as far north as you want to plant them.

Left Out of Catalog

Every year, I find something that I meant to put in the catalog and didn't. Here are two, I don't see how I forgot, but I did. I apologize. But it don't matter. You can buy them here from Seed Sense and get them in plenty of time for planting.

First is the OLD FASHIONED PURPLE LILAC. You all know it and love it. It will never go out of style. Grows tall (about 9 ft.), flowers are immense. Plants: Select, 24c ea.; 5 for \$1.00; or Extra Select 29c ea.; 4 for \$1.00, postpaid.

The other is FLOWERING UMBRELLA TREE (Rose Acacia). Grows just like an umbrella catalpa except it is more graceful with fine foliage (that stays on most all winter) and has lovely flowers like sweet peas every spring. Going to make a special price on this unusually beautiful ornamental of \$1.19 ea.; 2 for \$1.98, postpaid, in the 3 to 4 foot size and \$1.49, 2 for \$3.69 in the big 4 to 6 foot size. The big size goes express collect as it is too big to mail.

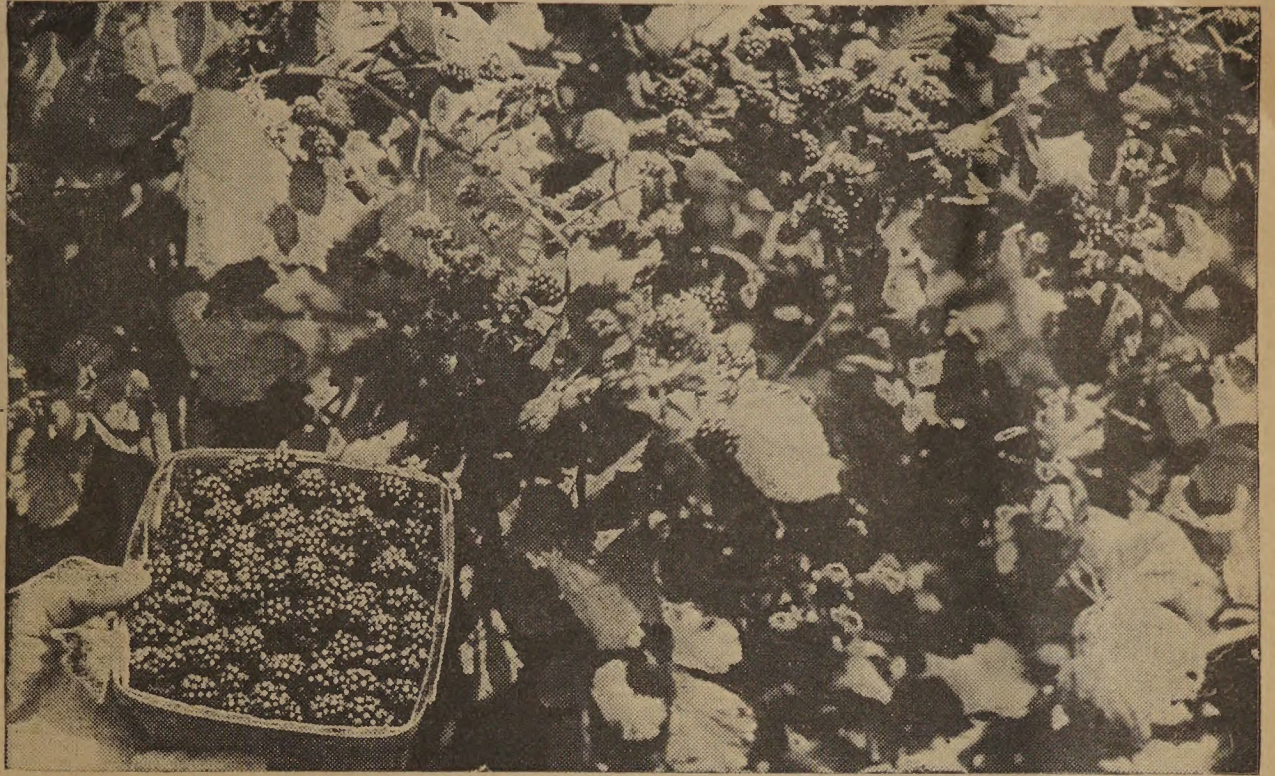
Field's Stock Lives

"Dear Mr. Field:

"I have bought nursery stock from several different firms the last few years, and none of it has lived, so this year I thought I would send to you again, because I know that anything I buy from you will be all right in every way."—Charles A. Brown, Taylorville, Ill.

* * * * *

I attribute my few wrinkles at my age to the fact I generally let others do the worrying about their own business.



A Sample of My Mo. Giant Blackberries

Don't they look good? This is an actual photograph Mrs. Field took of our Missouri Giant blackberries growing down in our Ozark garden. Last summer, they just bore and bore and bore. We had more fruit than we wanted to can and had to give a lot away. Look at the size of those berries. They're bigger than any berry I've ever seen, but still they're sweet as sugar. Easy to pick, too—few thorns. Hardy everywhere in middle west. You'll find the description of them on page 23 in the catalog. Better put in a dozen this year. I'll send you 12 of the big 2 yr. plants for \$1.00 postpaid.

Don't Buy Cheap Roses

Don't, for heaven's sake try to save a few pennies on roses this year and buy some cheap stock. Roses you know come in many grades—the cheap ones being the culls and throw outs and broken-rooted ones that won't grow. We burn them and they don't even make good fuel, but don't for goodness sakes pay out good money for them.

Stick to plants that are strong, and hardy, and heavy-rooted. What you want is lots of rose blooms, not dead plants that cost you 2c less! To keep you from buying cheap roses, I've priced my giant 2 yr. everblooming roses as low as possible. They won't cost you hardly any more, but what a difference in growth and bloom! One costs 37c postpaid and in lots of 10 they are only 29c postpaid. Think of that! And that's for the BEST grade. All will bloom the first year.

My Nursery Guaranteed

It's foolish to buy cheap, second-grade nursery stock like is sometimes offered for sale. You might save 10c, but 5 years later when the tree is supposed to bear apples and bears just leaves instead, you'll wish you hadn't fooled with it.

I don't fool around with sickly, cheap nursery stock. Everything that isn't first-class, heavy-rooted, and of the highest-quality is thrown out and burned. That's why I'm able to guarantee my nursery stock with this iron-clad guarantee: This guarantee alone, is reason enough to buy your nursery stock of Henry Field. I guarantee everything to reach you in first class, live growing condition. If you're not pleased in every way, notify me within 5 days and I will replace it at once. After that, up to October 1st, we take half the blame (weather one-half) and replace at half price anything unsatisfactory through any fault of the stock. Fair enough, isn't it?

State Approves Our Nursery

Notice sometime the label on the package of nursery stock you get from me. You will see a notice signed by state officials, stating that they have inspected and approved my nursery stock as being clean and free from disease. This appears on every shipment. If the shipment can't get that approval, it isn't sent out.

This means something to you. You want good healthy stock, of course. So, if you should decide not to buy of me for some reason, just keep in mind you want to buy from a nursery that can get this official approval. It means something to you.

My Most Popular Offer

Don't believe I ever had a collection as popular as the Royal Rose collection on the back cover of the catalog. It's going to even beat the Radiance Rose collection, I believe, which always was most popular.

Of course, it's a real bargain—those are all the best varieties. Bought alone, they would cost you over \$2.32, but I'm selling them in this collection for \$1.49, postpaid. Have only about 900 of these collections left, so if you haven't gotten yours, better hurry.

Incidentally, if you are just starting off rose gardening, you couldn't do better than buy this collection. Just ask some rose "fan" if these aren't the best varieties. Chances are the "fan" will have already bought one or more of these collections.



Bearing Heavy at 3 Years

Here's proof it doesn't take any time at all to have fruit out of your own backyard. Mrs. Zula Spegal of Erlanger, Ky., who sent this picture of her son and granddaughter said the tree was only 3 years old, but was loaded with peaches. They look like nice ones, too.

Questions and Answers Dept.

One of our regular services on top of just selling you seeds and nursery stock is answering your questions about planting. We get thousands of letters a day—big bags of it—but we're glad to answer them all. That's what we're here for. We don't care whether there's an order in it for us or not. Usually there is and of course that's what we're in business for, but there doesn't have to be. Look over the questions and answers below. Like as not, the one you were going to ask is answered there. Anyway, it ought to help you some.—H.F.

Q. Can I grow raspberries, blackberries, and strawberries in my young orchard without harming it?

A. Absolutely yes. They give fruit while orchard is coming into bearing and then give you double use of your land.

Q. How in the world can several kinds of fruit grow on one tree?

A. It's entirely practical. Each kind of fruit is "budded" on to tree by special process. That branch then produces that kind of fruit even though the tree may be another kind. These trees give you a whole orchard in small space. 5 apples on one tree..89c ea.; Peach, plum, apricot on one tree 79c; Three peaches on one tree..49c all postpaid. See page 21 catalog.

Q. When should nursery stock be planted in the spring?

A. Depends on weather. Usually earlier the better. Send your orders early. We reserve good stock for you and ship it when the weather is just right for planting in your locality.

Q. My Clematis Jackmani doesn't start to grow right. What's wrong?

A. Cut back to within 2 or 3 buds of the root when dormant. Plant carefully and give plenty of water. Mound dirt up over buds and plant will grow right up out of this mound.

Q. Is Mule-Hybrid corn white or yellow?

A. Farmer-style, high-feeding value, yellow corn. We are working on a white variety that will be ready in a few years.

Q. What is the difference between edge-drop and hill-drop corn?

A. Identical, except edge-drop is a flat kernel, and hill-drop a round kernel. Hill-drop costs less because farmers generally don't realize its value. See answer page 15 of this Seed Sense.

Q. What can I sow for quick pasture for one year?

A. Hurry-Up Pasture mixture. It's cheap—gives growth in about 10 days and good midsummer and fall pasture. Sow a bu. (\$3.10) to 2 A.



Praises Our Bush Cherries

"Dear Mr. Field: These are my children, David and Lyla Mae out beside our 3 yr. old Field's Bush Cherry. It is over 8 ft. across and about 4 ft. high. You can see branches were literally loaded with cherries. Yields from one bush was over 3 gallons. They are such fine eating—as they come from the bush or in sauce, jelly or preserves. You may print this in "Seed Sense or catalog if you choose." Mrs. Myrtle Bates, Rt. 4 Red Oak, Ia.

BUSH CHERRY SPECIAL—6 Select plants. . \$1.00 postpaid.

Q. What is a good permanent pasture grass that will stay green in the summer?

A. Brome Grass. Sow 15 to 20 lbs. per A. very early. Roll it in. Starts slow first year, fast every year after that. Spreads underground, makes good sod and tons of pasture. Lot 50-50 also contains Brome and stays green all summer.

Q. My Privet hedge has grown tall and open and is rather open at the base. How can I thicken it up?

A. Cut your hedge back to within 6 or 8 inches of the ground and let it start out new. Keep it well clipped and it will grow solid and thick.

Q. My Phlox turn brown. Seems like insects are bothering. What should I do?

A. I imagine this is red spider. Dust regularly with our Combination Bug Dust. Get plenty of Bug Dust on underside.

1c Sale

Don't know anything that has pleased so many customers as this nursery 1c sale. Of course, it should. These are bargains that probably won't ever be repeated again. You buy one collection and **YOU GET THE SECOND ONE FOR ONLY 1c.** This offer expires when the supply of these special collections is exhausted, so get your share quick. Here is a list of them.

1c Rose Sale

| | |
|------------------------------------|--------|
| 3 Giant, 2-yr. Everblooming Roses. | |
| All Colors, regular price..... | \$1.00 |
| 3 Roses (sale) | .01 |
| 6 Roses, postpaid | \$1.01 |

1c Apple Sale

| | |
|---|--------|
| 4 Apple Trees, big 3 ft., 1 early, 1 midseason, | |
| 1 late, regular price..... | \$1.00 |
| 4 Apple Trees (sale) | .01 |
| 8 Apple Trees, postpaid..... | \$1.01 |

1c Windbreak Chinese Elm Sale

| | |
|--|--------|
| 35 Big 2 ft. Chinese Elms, regular price.... | \$1.00 |
| 35 Chinese Elms (sale) | .01 |
| 70 Chinese Elms, postpaid..... | \$1.01 |

1c Perennial Sale

| | |
|--|--------|
| 7 Choice Strong Perennial Plants, all different, | |
| regular price | \$1.00 |
| 7 Perennials (sale) | .01 |
| 14 Perennials, postpaid | \$1.01 |

(Above includes best varieties of Delphinium, Phlox, Shasta Daisies, Painted Daisies, Hardy Verbenas, Sweet Williams, etc.)



Home Grown Roses

There's no need paying a florist a fancy price for roses when you can grow them as beautiful as these in your own back yard. One rose bush should give you several dozen blooms each year—and at 37c not \$1.00 a dozen. Mrs. Henry Rockwood, Norfolk, Mass., sent in this picture of Mrs. Eliza Faulkner of Farmington, Mass., who was '95 years young' when this picture was taken.



This Garden Cost 1c

Beverly Mahar of Dahinda, Illinois raised this garden herself all from my 1c conglomeration packet. I couldn't show all the garden in this space, but I can see sweet corn, cabbage, beans, and lettuce and maybe more. REMEMBER KIDS—The conglomeration packet is yours for 1c, if you send your penny with your mother's garden seed order and ask for it.



Time to Make Garden

Doesn't this picture make you realize it's soon going to be time to start making garden? It won't be long now, so get those seeds ordered. This is Melvin Butz (age 2) helping his uncle John Melvin with the hoeing. Mrs. Butz, Seneca, Kansas sent this in and said, "I ordered strawberry plants of you last spring. You ought to see my bed. Just every plant lived and grew."

Size Fruit Trees to Plant

Every season I'm swamped with hundreds of letters asking what size fruit trees to plant. Generally, it's a matter of choice—some like the bigger ones and some like the smaller ones. That's why I list three sizes. Though I believe everyone has his own ideas, here is the way I figure:

PLANT 4 to 6 FOOT trees if you want fruit in a hurry, especially if you have a small space. These are bigger and give you fruit in a hurry. Many orchardists use this size to get quick fruit, though generally they take the smaller sizes.

PLANT 2 to 3 FOOT trees if you want to save money. They are just smaller trees than the other sizes (same quality though) and often grow just as fast because they transplant easier when smaller.

PLANT 3 to 4 FOOT trees if you want to compromise between the two sizes above. This size has the best points of both sizes and is medium priced, too.

But no matter what size you plant, set some fruit trees. Every home should have plenty of fruit right in its own back yard. It's easy to have and it saves more money on the food bills than anything I know.

New! Hulled Korean Seed

Korean lespedeza has always been sold with its hull on just like Sweet clover used to be. Just why, I don't know, so we got to experimenting. Found out, we could hull and scarify it nice as could be and when we got through, the seed was easier to clean up and get free of weeds like dodder and horse-nettle.

As usual, we're about three years ahead with it, but I prophesy it won't be that long until everybody will start handling it. It's purple seeded, 60 lbs. to the bu. You only have to sow about 10 to 12 lbs. per a. (about 2/3 the amount you have to sow using ordinary Korean). Only have limited supply to sell at \$10.00 per hundred pounds, bags free. Get your orders in quick, if interested.

Chinese Elms Grow

"Friend Field: Five of the six Chinese elms I got from you made a wonderful growth, and are triple the size they were when planted in the spring."—L. Brown, Fairmont, Neb.

Everblooming Hybrid-Tea Roses That CLIMB!

Who said there wasn't something new under the sun? Here's the very latest in plant breeding. The everblooming hybrid tea roses have been taught to climb. Now you can have the big double blooms of the hybrid teas covering your walls and fences as well as your garden. Blooms are the same as the bush form of the rose. All will bloom the first summer and will bloom all summer.

I don't have many of them, as they are still pretty scarce, but I can supply the varieties below (big 2 yr. plants) at 39c ea.; 3 for \$1.00; all 5 for \$1.50 postpaid.

CLIMBING RED RADIANCE—Hardest Red.

CLIMBING TALISMAN—Long budded, two tone.

CLIMBING PINK RADIANCE—The hardy Pink.

CLIMBING GRUSS AN TEPLITZ—Freest blooming red.

CLIMBING K. A. VICTORIA—Pure white and fragrant.

1 each all 5 above \$1.50 postpaid.

True to Variety Ordered

"Dear Henry:

Eleven years ago I purchased some apple trees from you. All but one lived and now bear fruit true to the variety I ordered. Yes, I'm a satisfied customer."—Harrison Eytle, Wausaukee, Wis.

Plant Trees—AAA Pays \$7.50 Per Acre

You folks in the AAA program don't want to miss out on the \$7.50 per A. you get for planting trees in woodlot, or for erosion control. What it amounts to is the government will pay for the trees, if you'll order them and get them planted.

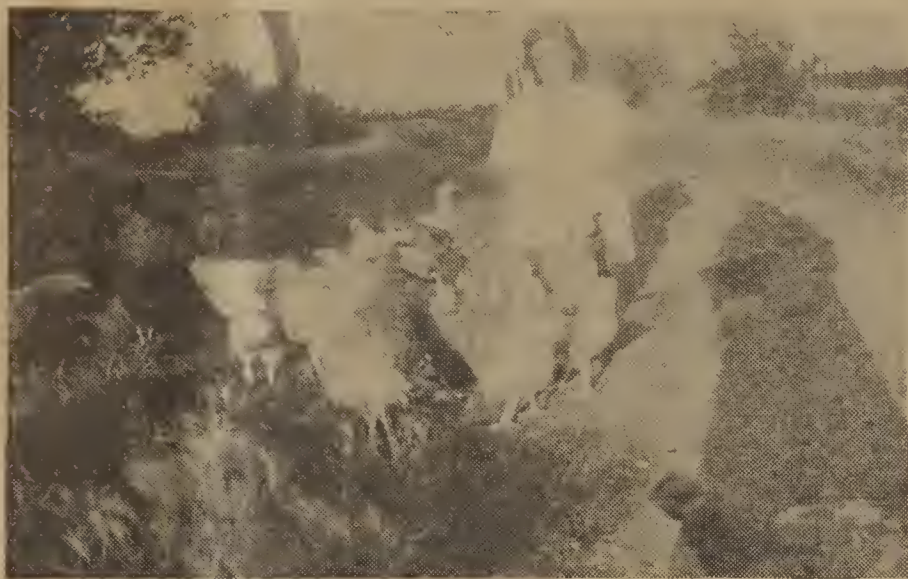
The releases say, "By planting a minimum of 650 trees per acre for woodlot, general reforestation or erosion control purposes, a land owner is entitled to a benefit of \$7.50 per acre. He is permitted to qualify for a total of 4 acres under this section, which means a total benefit of \$30 is possible. Another way to earn this special payment is to plant a minimum of 300 trees per acre for shelterbelt purposes."

Incidentally these payments are made **IN ADDITION** to other payments you are allowed to earn through seeding practice and are the only ones you can get payment on in excess of your unit quota.

Whether you plant the shelterbelt (windbreak) of 300 trees per A., or the woodlot of 650 trees per A., you can't afford to pass up a chance to do it now when you will get paid for your trouble. Trees which earn these payments include American Elm, Black Locust, Osage Orange, Catalpa, Mulberry, Black Walnut, Silver Leafed Maple, Norway Spruce, Black Hill Spruce, Douglas Fir and Austrian Pine. See prices on seedling pages 36 and 37 in the catalog.

* * * * *
There's only one way to coast: downhill.
—Winchell.

* * * * *
Belittle others—and be little.



This Girl Cleared \$27 on 100 Chicks

"Dear Mr. Field: My grandmother and I bought 100 baby chicks (Buff Rocks) from you March 18. These were sold between May 20 and June 20, averaging 2½ pounds apiece, bringing in \$59. \$27 of that was clear profit for us. Picture is of myself and chickens.

April 26th, we bought some of your cabbage plants and on July 29th, we picked one head weighing 15 lbs."—Ruth Chantry, Ottumwa, Iowa.

Two Special Chick Bargains!

Here are two real special bargains in chicks. We will have these in surplus and are willing to make these low prices to move them. It's your chance to get high quality chicks at the cheapest kind of prices.

Heavy Breed Cockerels—\$6.50 per 100 Postpaid

These include our surplus of several breeds, but may be all of one breed. You will be getting real quality chicks as these will most always include many cockerels from the better grades. Ideal for broilers, capons, heavy roasters.

Heavy Assorted Chicks—\$5.75 per 100 Prepaid

These are not guaranteed as to sex and may be all pullets, all cockerels or all straight run. Come from all breeds and grades so often will include chicks of the highest grades at this ridiculously low price.

Book your order early, if you want to take advantage of these two "steals."

50% Our Chicks Sold Are Top Grade

I was mighty pleased today to find out that slightly over 50% of you chick buyers were taking the top or "Better Than Best" grade of chicks. It means you've found out the best grade costs no more to feed, but pay you back in extra-eggs, faster gains, and many times more profit. Here's a chart that shows pretty clearly why you should buy the best grade chicks.

(Figure Eggs at 18c Doz.)

| | |
|---|----------|
| 100 hens each laying 100 eggs per year..... | \$150.00 |
| 100 hens each laying 150 eggs per year..... | 225.00 |
| 100 hens each laying 200 eggs per year..... | 300.00 |
| 100 hens each laying 250 eggs per year..... | 375.00 |
| 100 hens each laying 300 eggs per year..... | 450.00 |

Address Your Order to Henry Field

Be sure when you mail your chick order, you have put it in an envelope addressed to us. Some folks have by mistake put their order to us in envelopes addressed to Colonial Poultry Farms—another hatchery. So, of course they are delivered to them and they are hard to get straightened out.

Genuine Henry Field chicks can be obtained from Henry Field only. Not many of you have made the above mistake but I thought I would call it to your attention anyway.—H. F.

* * * * *

Advice on making a successful speech: Have a good beginning and a good ending and keep them as close together as possible.



All 200 Chicks Arrived in Good Shape

"Dear Henry: I'm enclosing a picture of my chicken yard which is ready for the chicks I got from you as soon as they are big enough to come out. We received the 200 fine chicks a few days ago and they were all alive and are so lively. They eat and drink and run around twice as lively as other chicks we've bought. I read and enjoy every word of Seed Sense."—Mrs. J. Leonard, Rt. 1, Box 406, Minneapolis, Minn.

12 Practical Rules for Raising Chicks

1. Have warm Brooder House and proper ventilation.
2. Plenty of light.
3. Good Brooder Stove, properly operated and adjusted.
4. Warm dry litter on the floor. (Peat Litter preferred.)
5. Plenty of Feeder space. (3" per chick when chicks are day old. Increase space as chicks mature.)
6. Good Starting Mash, properly balanced ingredients. Keep before chicks at all times.
7. Chick Grit available at all times.
8. Feed Scratch Grains when 10 days old in addition to Starting Mash. Keep before chicks at all times.
9. Plenty of Drinking space, with plenty of clean fresh water at all times. (Water is one of the most essential feeds and is also the cheapest.)
10. Keep Disinfectant in drinking water at all times.
11. Do not over crowd.
12. Keep Brooder House clean. Keep Feeders and Waterers clean.

3 FREE GIFTS

With Chick Orders Before Mar. 20

I want your chick orders sent in this month whether you want your chicks now or for April, May, or June delivery. It helps me plan the hatches. So for sending them in **BEFORE MAR. 20**, I'll send you free your choice of gifts below. Fair deal. All right! Where's your order?

Choose Which Gift You Want Below

Chick Free Gift No. 1

25 CHINESE ELM Big 1 ft. trees for windbreak or woodlot planting. Ideal size for transplanting. Sent **FREE** with your chick order during March, if you ask for them, or,

Chick Free Gift No. 2

2 FIVE FOOT CHINESE ELM 2 Big 5 ft. Trees. Will give you quick shade in a hurry. Send **FREE** with your chick order during March, if you ask for them, or,

Chick Free Gift No. 3

EVER BLOOMING ROSE Beautiful, giant, 2 yr.; Everblooming hybrid tea Rose. Your choice of color. Sent **FREE** with your chick order during March, if you ask for it.



Mrs. Field Goes Visiting

Here's a picture I snapped of Mrs. Field out one day last fall looking over the fine crop of our fall pigs on the Sleepy Hollow farm. My they were a healthy lot and they've kept that way all winter.

These pigs were sired by Diamond X, Diamond N, and Jumbo and are about the finest lot of big, growth pigs now you could own. They're priced in three groups: \$12.50, \$15, and \$20 each or unrelated trios at \$35, \$40, and \$50.

Come See Our Herd

You folks who like to see good live-stock well kept, I hope you come see our herd of Spots. Naturally we're proud of it, but I don't think you can find a finer, healthier, better-kept, better bred bunch of Spots in the country.

Folks come from all over to visit the herd and pick out just what they want, but if you can't come, we can take care of you by mail and what's more guarantee to please you or no trade. We do an enormous business by mail and haven't had one complaint yet. You tell us what you want, what you have in mind, what you think is the right price and we'll break our neck trying to find just the pig you're looking for. So send your letters along and let's see if we can trade.

Pleased with Our Gilt

Selling pigs sight unseen, some folks say can't be done. But it can and we do it every day of the year. What's more we please 100% or there's no trade. Here's what one man said:

"Dear Mr. Field:

"I recently bought one of your Spotted Poland China gilts and I am more than 100% pleased with her for buying her sight unseen.

"Some of my friends and neighbors have seen her and they say, 'Gosh, what a nice gilt.' Boy, she sure is. One thing I noticed about her is, she is very gentle and not a bit hard to handle. I am going to call her Sugar as short for your famous Sugar Lump melons we had last year."—Wilbur Pluckhahn, Carroll, Iowa.

P. S. Our Express agent remarked he never saw such a dandy pig.

* * * * *

Those who deny the possibility of perpetual motion have never lived in a house where there are small boys.

* * * * *

A heated argument only produces one thing—coolness.



Rotary Club Buys Our Gilts to Give Farm Boys

The Rotary club of Shenandoah decided this winter that, since they had one of the best herds registered Spots in the country, right in town, they should do something about it. So they arranged a deal whereby they bought 7 fine bred-gilts from us and gave 1 to each of the 6 farm boys. These boys are to give 2 pigs back to the Rotary Club at 200 lbs. if they wean 6; or 1 pig, if they wean 5 or less. There's a deal nobody loses at.

The day we gave the pigs away was 20° below. That accounts for the ear muffs on Alfalfa John over on the right end of the line. (Right end of the row of men, of course.)

Gilts and Tried Sows for March, April, May Farrows

These gilts and sows have been well grown out and are in ideal condition now for spring farrow. They have been fed a balanced ration containing lots of oats, shorts, alfalfa meal, and "Economy mineral conditioner." We have nearly 100 head to select from and they have been mated with some of the best boars in the spotted Poland China breed.

Many of them are bred to Foremost, the 1939 World's Junior Champion, others to Spotted Diamond, a blocky, fine, breed boar, a favorite son of the Famous Diamond X. Other herd boars used were Thickset Design and Field's Wonder.

Most of these gilts weigh over 300 pounds. A few of these gilts are not that large because they were farrowed later last spring and we have priced them as low as \$30.00. Others are priced at \$35.00, \$40.00, \$45.00, and \$50.00 each.

Weanling Pigs \$10 to \$15

For delivery from May 15th on, we have a number of litters already thriftily growing that will be 10 weeks old by May 15th, when they will also have been weaned and vaccinated and ready to ship to you. These pigs will be mothered by the finest group of sows we have ever had, and sired by Foremost, World's Junior Champion, 1939, Spotted Diamond, Thickset Design, Field's Wonder and other good boars. We have them in three price groups: \$10.00 each, \$12.50 each, and \$15.00 each, or unrelated trios in the same price ranges at \$27.50, \$35.00, and \$40.00. Here is your chance to get started right with pure bred hogs at give away prices, and by the time they are grown out ready to raise pigs, you will find the market a lot higher than it is now, and they'll make you real money.

Fall Pigs \$35 to \$50

Gilts and boars sired by Diamond X, Diamond N and Jumbo. These are now big, healthy pigs you can be proud to own; a chance to get in on well grown out pure bred at what would normally be just market price. We have them priced in three groups—\$12.50 each, \$15.00 each, and \$20.00 each.

Unrelated trios in the same price groups at \$35.00, \$40.00, and \$50.00.

Our New Hereford Hogs

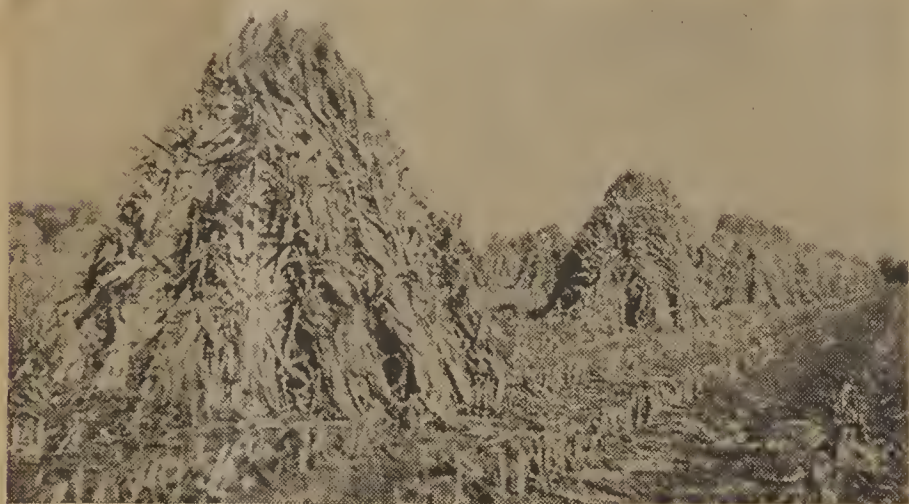
Lots of you have never seen Hereford Hogs. They are the new breed of red hog with white faces and white legs. Same general markings as Hereford cattle. They have been especially selected and developed for a low, blocky, quick maturing type; the kind that is the delight of every farmer who wants to raise hogs and get them on the market at around 190 to 210 lbs. at the lowest possible cost and yet well finished. We have a few bred gilts at \$40.00 and \$50.00 each.

We have a very few select Hereford fall boars and gilts at \$18.00 to \$22.50 each.

By the time you read this, we may still have a few weanlings spring pigs we can quote for May 15th and June 1st delivery at \$12.50 and \$15.00 each, but a lot of these have already been spoken for, and we don't have nearly as many of them to start with as we do of the Spots. But if you want to get started in with some young ones cheap and grow into a good herd, write to us and we'll do our best.

We Feed Economy Mineral

Most of you know we have one of the biggest stock powder companies in the business right here in Shenandoah. It's the Economy who make the Economy minerals. I know you'll be interested to know that besides lots of oats, shorts, and alfalfa meal all our pigs have plenty of Economy mineral conditioner. We use it regular and recommend it highly to you other feeders.



Atlas Pleases in Kansas

"Here is a picture of our Atlas Sorgo. You sure are right when you boost it. Our hogs like it the best of anything we've ever fed and how they gain."

Mrs. A. R. Prosser, Wichita, Kans.

... Yes, folks, I can't claim enough for Atlas Sorgo. It gives enormous yields, loves drought and yields many times the fodder corn will yield. It's sweet and stock like it and will lick up every bit. There isn't a farm but what should have 10 acres of it for emergency feed, if nothing else. Have both Registered Blue Tag Atlas at \$5 per hundred and Affidavit Atlas (from Registered seed) at \$3.25. Both are good.

AAA Seeding "Summed-Up"

Here's a "boiling-down" of the units you earn in the AAA program this year through various seeding practices. I've tried to make it as easy to read and as accurate as possible.

I always believed a farmer ought to sow these legumes and grasses for his own farm's good anyway, and now that you can earn units on your program, there isn't any one of you that shouldn't put in heavy seedings—alfalfa and brome grass especially.

These Earn 2 Units Per A. Seeded—Field's Brome Grass Dryland Pasture Mix; Brome Grass; Crested Wheat grass, Blue Stem; Gramma grass.

These Earn 1 Unit Per A. Seeded—Alfalfa.

These Earn 1 Unit for Every 10 Lbs. Sown—All of Field's pasture mixtures, grasses and clovers (except Red Top, Timothy, and Lespedeza of which you must sow 20 lbs. per A. to earn 1 unit) when used for thickening up pastures. Seed can be sown on any number of acres and still counts 1 unit for every 10 lb. sown.

These Earn ½ Unit Per A. Seeded—White or yellow Sweet Clover; Red Clover; Alsike Clover; ALL FIELD'S PASTURE MIXTURES (except Brome Grass Mix which earns 2 units); Korean Lespedeza; Rye Grass; Hubam; Ky. Blue Grass; Reed Canary Grass; Redtop Orchard Grass.

These Earn ½ Unit Per A. Seeded—Timothy; Redtop.

5 SPECIAL BARGAINS OF FIELD SEED

GOOD ONLY for Seed Sense Readers DURING MARCH. Buy Direct from List.



EXTRA HARDY NORTHERN GROWN

Montana-Minnesota Grimm

\$14.50
PER BU.

Look at that cheap price for hardy, Northern grown Grimm! Comes from sections producing the hardest seed grown. Over 98½% pure. Absolutely free of all undesirable weeds. High germination. Special low price this month only \$14.50 bu. or \$24.15 per 100 lbs.



GOOD BUT CHEAP

PASTURE MIX

\$3.75
Per bu.

(Sows 4 Acres)

Made to save you money. Contains 8 different clovers and grasses so it will grow on ALL soils and give you pasture ALL season—early, mid-summer and late. Includes Blue Grass, Alfalfa, Red Clover, Alsike, Rye Grass, Korean Clover, Red Top and Timothy.

Priced low to move fast.

BROME GRASS
FOR DRY LAND



Grows heavy hay and pasture despite driest conditions. Over 40% BROME GRASS but CHEAPER THAN BROME. Added are the natural prairie grasses, Blue Stem, Gramma, etc. Bushel sows 3½ to 4 A. Makes cheap permanent pasture at \$12.95 per 100 lbs. Earns 2 Units per A. sown.

Hay & Pasture Mixture
\$5.85
Per bu.

(Sow 3½ to 4A.) This mixture is especially for the hot, dry sections where insufficient moisture has left the country dry.

HERE'S A BUY

RED CLOVER MEADOW MIX

Only
\$6.90

PER 60 LB. BU.

Here's the ideal, money-saving mixture farmers are buying for hay and meadow. It's a mixture of 35% Red Clover; 10% Alfalfa; 5% Alsike and balance Timothy—an ideal combination of clovers and grasses for a real hay crop and way cheaper than Red Clover. Earns ½ unit per A. sown. Saves you up to \$1.00 per A. on seeding, or \$5 to \$6 per bu. over buying Red Clover. Sow 10 lbs. per A. Price only \$6.90 bu. or only \$11.50 per 100 lbs.

SAVE, BUY MIXED
WHITE & YELLOW SWEET CLOVER



This mixture is very popular this year as it goes farther, and makes finer pasture, and is cheaper. Ideal for soil improvement, too. It's going out fast now, and prices are firm.

Only
\$3.25
Per bu.



Garden Plow Cuts Work In Two

Mrs. Arthur Yousse of Hiawatha, Kansas says the garden plow she ordered last spring cut her work right in half. Even her little son, Donnie, can do a pretty fair job and he's only 2½. That's always the case—not only easier to work, but you have a better garden, too. Personally, I wouldn't garden without one, especially since they sell so cheap now. Plow like the one above with moldboard plow, scuffle hoe and five prong cultivator only \$2.98. See catalog page 57.

What to Sow for Cash on Former Corn Land

Most all of you are faced with the problem of what to sow for a cash crop on the acreage that you are taking out of corn in the AAA program that will still be classed as non-depleting. Here are a few good suggestions:

1. Hubam—This is the annual white sweet clover. Makes a first-class cash crop as the demand for seed is always good and also Earns You 1 Unit Per Acre seeded. Should yield 120 to 300 pounds seed per acre worth about 6 to 10c per lb. at harvest time to grower. Sow early on good seed bed alone. Clip weeds high. Can sow with ½ bu. of oats per acre and clip them early. We are the largest handlers of Hubam. See 2 grades seed on price list.

2. Flax—Considered non-depleting when sown with sweet clover, red clover, alfalfa or perennial grasses. Makes ideal nurse crop as doesn't grow tall and shade clovers. New Bison variety we list is resistant to wilt and you can expect 15 to 20 bu. per acre. Ordinarily sells for \$2 to \$3 per bu. Sow 3 pecks per acre with grain drill. Cover about ¾ in. and roll. Seed grown from certified seed \$3.25 bu.

3. Korean Lespedeza for Seed—By sowing this for seed, you get a cash crop and earn ½ unit per acre. Regular Korean for the south. Early Giant Korean for the north or where a taller, heavier-producing strain is wanted.

4. Soybeans for Hay—Soybean hay often has a good market or you can feed it on your farm and turn it into cash that way. Considered non-depleting when sown for hay. Kingwa best hay bean—makes about 1½ to 3 tons of hay per A.

5. Red Clover—Usually takes two years to produce seed, but if sown alone and not hindered by a nurse crop will often produce seed the first year giving you a good cash crop. Is non-depleting and earns ½ units per acre.



Sudan 23—The First PURE Sudan—20% Greater Yields

Here's another picture showing this miraculous Sudan 23—the first ABSOLUTELY PURE STRAIN OF SUDAN EVER OFFERED. I brought it out here several years ago as it is believed by authorities to prevent poisoning of cattle which sometimes happens when common Sudan, that has some hybrids or canes in it, is pastured.

Other seedhouses will handle it eventually, but as yet, I lead the pack. We sell a world of it as we are about the only seedhouse where it can be obtained and farmers are turning to it because of its heavy yield.

YIELDS 20% MORE!

Sudan 23 was hand selected and only the tallest, leafiest plants were allowed to reproduce. This breeding built it up until now it yields 20% MORE than ordinary Sudan. In one State test: "Sudan 23 yielded about 5 tons of green feed and over 1¼ tons more hay per acre than common Sudan. This represents an increase of 15.2 and 16.9%."

COSTS ONLY \$2 PER 100 MORE THAN COMMON!

Sudan 23 did sell for 10c per lb. Now its only \$5.95 per 100—just \$2.25 more per 100 than common sudan. It's well worth that slight difference for the increase yield alone—to say nothing of the increased safety from cattle poisoning in feeding PURE SUDAN. Have only a few thousand pounds—order early.

P. S.—Do not confuse with Common Certified Sudan. Sudan 23 is not only Certified Pure BUT ALSO is the only strain yielding up to 23% greater yields! H. F.

Sow on Depleting Acres

You folks have been sending a good many letters asking what to plant on your soil depleting acres that won't be in corn. Here are a few suggestions with my opinions. Take them for what they're worth.

1. Oats—Do best in northern Iowa and like regions. Seldom pay for southern Iowa farms unless sown real early.

2. Wheat—War conditions make and maintain a wheat boom. Spring wheat hasn't generally been grown because it was attacked by rust. The new Thatcher is rust-resistant and its yields are heavy. Get it in early.

3. Soybeans for Grain—There are now some 18 soybean producing plants. Manchus, Illinis, and Mukdens grown for grain are in great demand.

4. Atlas for Silage—Put in 10 acres on your farm. You should have it every year. Cattle like it and lick up every bit. You have feed no matter what the weather with Atlas.

5. Flax—although flax is non-depleting when sowed with clovers, you can sow it alone and get a good cash crop of around 15 bu. per acre and usually worth anywhere from \$2 to \$3 per bu.

6. Grain Sorghums—Early Kalo, Sooner Milo, Colby Milo are the grain sorghums that can be harvested with a combine. Yield heavy even in dry years. 90% the feeding value of corn. Yield around 1,500 to 2,000 lbs. per acre.

Thicken Up Your Pastures

(Each 10 lbs. sown on old pasture counts 1 unit whether sowed on 1 or many acres.)

Most everybody's pasture got hurt last fall by the dry weather we had. There aren't any, but what would stand some good thickening up. The government men realized that and are allowing you 1 unit for each 10 lbs. of seed you sow thickening up your old pasture! It's a good chance to get paid for what you need to do anyway.

Any of our grasses or clovers (except Lespedeza, Timothy and Red Top of which you must sow 20 lbs. to earn 1 unit) or pasture mixtures are acceptable for this purpose. Lot 50-50 Permanent Hay and Pasture mixture would be ideal, but the "Good But Cheap Mixture" would last almost as long and is cheaper.

But remember, you get paid for every 10 lbs. sown whether sowed on 1 acre or more! This permits you to sow heavier on the thinner spots and lighter where stand is better. In other words you can sow a 100 lbs. on 10 acres or 20 acres and you'll still earn 10 units for this thickening up your old pasture. Your pasture is going to need it, and the important thing is to get it done early. The earlier you sow, the better your stand.

ONLY 20,000 BU. MULE-HYBRID LEFT! RUSH YOUR ORDERS BEFORE APRIL 1st . . .

Save with These

QUANTITY PRICES MULE-HYBRID CORN

FLAT EDGE DROP GRADE

1 bu. \$4.75

2 bushels or more \$4.50
Per Bu.

ROUND HILL DROP GRADE

1 bu. \$3.50

2 bushels or more \$3.25
Per Bu.

ENORMOUS DEMAND REDUCING OUR SUPPLIES FAST

Everywhere, it seems they've heard of Mule-Hybrid corn! The way the orders have been pouring in, it looks like our stocks won't last to planting time. Not only the folks who bought last year, but their neighbors and friends who saw the enormous yields of Mule-Hybrid are coming in for their corn, too. While it lasts, it's first come first served.

CORN-FREIGHT PAID

Don't let anyone tell you freight on corn is expensive. It isn't. Just to prove it, for 25c per bushel on my Mule-Hybrid corn, I'll pay the freight anywhere in Iowa, Missouri, Kansas, Illinois, Minnesota, Nebraska, and South Dakota. And for 50c per bushel, I'll pay the freight into any other state. Just add that amount per bu. to your order and say, send freight paid.

GUARANTEED STAND!

For only \$1 per bu. extra, I'll Guarantee Your Stand of Corn and Pay the Freight to Your Town. Even with this stand insurance added, your corn costs little more than open pollinated corn and way less than other hybrids.

YOU MUST BE SATISFIED OR NO TRADE

I guarantee to please you. If the shipment doesn't suit you in every way, fire it back. I'll pay the freight and send you corn that will please or refund your money. This corn is good, will please you and that's why I can write a guarantee like that.

Choose the Correct Corn Here For Your Soil Type—See Adaptation Map, Page 52, of Catalog

129 Series

For south half Iowa, Central and South Illinois, South Nebr.; East Kansas and Missouri.)

129—The heavy, eared sure yielder. Yields up to 123 bu. per A. reported. For average soils.

129S—The new long, single-eared hybrid for average soils.

129L—Same as above but for light soils.

129R—Same as above but for right bottom land.

Weather-Proofed Blend A—Blend to extend pollenization period. Insures a good crop.

116 Series

(For central Iowa up to 2 top rows of counties; Northern Nebr. and Ill.; South East S. Dakota.)

116—Consistently outyields Krugs & Reids by 20 to 25 bu. per A. Matures 110 days. For average soils.

116L—Same as above for light soils.

116R—Same but for rich, bottom soils.

Weather-Proofed Blend A1—Blend for this territory to extend pollenization period. Insures a good crop.

Northern Series

100—Matures 100 days. Outyields ordinary corn 10 to 20 bu. per A.

90—Matures 90 days, but outyields Minn. 13 by 6 to 10 bu. per A.

State Certified Hybrids

Yes, we have State-Certified hybrids, too. Some seedhouses sell these exclusively as they have none of their own and state hybrids are available to everyone. We ask less for them as we feel Mule-Hybrid is far superior. It takes 5 yrs. to get a breeding improvement into State-Certified seed. With Mule-Hybrid, we can add these improvements right away and do. This puts Mule-Hybrid years ahead of State-Hybrids in these improvements. Prices on price list enclosed.



Actual Tests Show—My "Weather-Proofed" Blends Yield from 6 to 8 bu. per A. MORE than one hybrid planted alone. Pollenizes over 20 day period—thereby pollenizing despite hot days.

The New Way to Plant Corn!

NOW! "WEATHER-PROOFED" MULE-HYBRID CORN BLEND

- Throws Pollen Over Long Period
- Pollinates Silks Despite Hot, Dry Winds
- Insures Better Corn Crop

See if this doesn't sound like common sense to you! Everyone knows that if there is no pollen, there is no corn. Ordinarily growing corn sheds its pollen only during a period of 3 or 4 days. What happens if a hot wind happens to come along that particular time? There is no corn, or the yield is cut way down because it dries up the pollen and it can't fertilize the silks!

But the silks remain receptive to fertilization for 20 days. The ideal arrangement is to have pollen falling on them during most of this period. Then if a hot wind comes, for 4 or 5 days, it can't harm the corn yield. There will be more pollen coming.

New Blend Discovered!

We've done just that! By careful selection, and blending of selected hybrids we have a blend that will throw pollen over period of 20 to 25 days. If hot winds come, the corn will still throw pollen, enough to fertilize the silks and save the corn yield.

Actual Tests Prove It Works

The winner as the highest-yielding field of corn in United States last year was planted with a blend similar to this. It's the coming thing. We have tried and tested this blend on several farms under many conditions and in every case, the yield of this blend was greater than when one strain of hybrid was planted alone. It stands to reason it would be. Illinois state college tests show, even in normal years when all corn pollenizes easily a scientific blend outyields one corn planted alone by 6 to 8 bu. per A. In a dry hot year, the difference would be twice this.

As usual, I'm ahead of the pack. You'll be hearing more about this from other companies when they learn about it from me. But DON'T JUST BUY ANYTHING THEY OFFER. It's taken me years to work out this blend. It must be done just right.

Have Two Blends

Weather-Proofed Blend A—For south half Iowa; Southeast Nebraska; Missouri and central Illinois.

Weather-Proofed Blend A1—For North half of Iowa, north east corner of Nebraska, southeast South Dakota, Southern Minnesota and also south half of Kansas.

P.S. Now doesn't that make sense to you? Just think it over a minute and you'll be saying, "By golly, Henry's right." This is the first time I've announced it, but I've told some of my farmer friends and without exception, they've said, "That's common sense." And they placed their orders right away for several bushels of it.

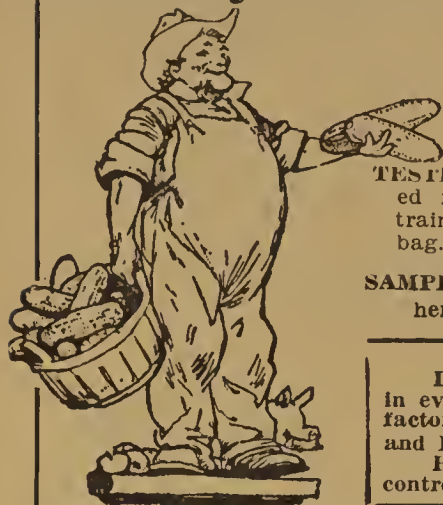
Price on Both Blends

1 bu. \$4.75 per bu.

2 bu. or more \$4.50
Per bu.

Henry Field's Low Field Seed Prices

Buy DIRECT and SAVE



TESTED SEEDS: All seed is carefully tested for purity and germination by officially trained analyst. Test is printed on each bag. If not good, it's not sold.

SAMPLES FREE: Samples of any seeds listed here, are free on request.

ALL SEED ADAPTED—All my clovers and alfalfas are **HARDY, ADAPTED**, North American grown. All meet specifications of and are eligible for AAA payments. We mail AAA certificate when order is shipped.
BAGS FREE: No extra charge for bags. These are weighed Free.

I GUARANTEE TO SATISFY YOU
I absolutely guarantee my Field Seed to arrive in good condition and to be satisfactory in every way. You may send a sample away for state test, if you like. If it isn't satisfactory in every way, it may be returned any time within 10 days after you receive it and I'll refund your money or send you seed that will suit. That's plain and lived up to. However, we don't guarantee a crop as that depends upon conditions beyond our control such as weather, soil, etc.—HENRY FIELD.

Henry Field Seed & Nursery Co., "Iowa's Leading Seedhouse," Shenandoah, Iowa

Prices in effect March 1, 1940

ALFALFA (60 lbs. bu.)

| | Per Bu. | 100 lbs. |
|---------------------------------------|---------|----------|
| Lot North, 96% Pure, Hardy | \$11.60 | \$19.30 |
| Field's Spec. Home Grn., 98 1/2% pure | 12.95 | 21.50 |
| Dak. No. 12 (Home Grn.) 98 1/2% pure | 13.95 | 23.20 |
| Dak. No. 12 (Nor. Grn.) 99% pure | 15.95 | 26.50 |
| Mont-Minn Grinn, 98 1/2% pure | 14.50 | 24.15 |
| Grinn (Home Grown) 99% pure | 15.50 | 25.80 |
| Grinn (Nor. Grown) 99 1/4% pure | 16.95 | 28.20 |
| Grinn (Reg. and State Sealed) | 20.15 | 34.50 |
| Cossack (Nor. Grown) 99 1/4% pure | 18.00 | 30.00 |
| Ladak (New Wilt Resistant) | 20.00 | 33.30 |

RED & ALSIKE CLOVERS (60 lbs. bu.)

| | Per Bu. | 100 lbs. |
|---|---------|----------|
| Red Clover Meadow Mixture (35% red clov. bal., alfalfa, alsike, tim.) | \$ 6.90 | \$11.50 |
| Red Clover (Choice) 95 to 97% pure | 9.95 | 16.55 |
| Red Clover (Std.) 97 to 99% pure | 11.25 | 18.15 |
| Red Clover (Best) 99 to 99 1/4% pure | 11.15 | 19.55 |
| Red Clover (Idaho) 99 to 99 1/2% pure | 12.25 | 20.40 |
| Mammoth Rd. Clov. (Best) 99% pure | 12.25 | 20.40 |
| Alsike (Std.) 96 to 98% pure | 12.25 | 20.40 |
| Alsike (Best) 98 to 99 1/2% pure | 13.95 | 23.25 |

SWEET CLOVER (60 lbs. bu.)

| | Per Bu. | 100 lbs. |
|--------------------------------------|---------|----------|
| Poor But Honest Sweet Clover | \$ 2.95 | \$ 4.90 |
| White and Yellow Mixed Sw. Clover | 3.25 | 5.40 |
| White Blossom (Standard) 99% pure | 3.60 | 6.00 |
| White Blossom (Best) 99 1/4% pure | 3.95 | 6.55 |
| Grundy Co. (Dwi. White) 99 1/2% pure | 4.25 | 7.00 |
| Yellow Blossom (Std.) 99% pure | 3.90 | 6.50 |
| Yellow Blossom (Best) 99 1/2% pure | 4.25 | 7.00 |

OTHER CLOVERS

| | Per Bu. | 100 lbs. |
|------------------------------------|---------|----------|
| Hubam (Std.) 96 to 98% pure | \$ 6.75 | \$11.25 |
| Hubam (Best) 98 to 99 1/2% pure | 7.50 | 12.50 |
| Unhulled Wh. Blossom (30-lb. bu.) | 1.65 | 5.50 |
| Unhulled Yel. Blossom (30-lb. bu.) | 1.65 | 5.50 |
| Late Flowering Wh. Sweet Clover | 9.60 | 16.00 |
| (Special—12 lbs. \$1.95 Postpaid) | | |

LESPEDEZA

| | Per Bu. | 100 lbs. |
|---------------------------------------|---------|----------|
| Korean Lespedeza (25-lb bu.) | \$ 1.95 | \$ 7.80 |
| Korean Hull'd & Sc'rif'd (60-lbs. bu) | 6.00 | 10.00 |
| Early Giant Korean (No. 19604) | 3.95 | 15.80 |
| Lespedeza Sericea (60 lb. bu.) | 10.00 | 16.65 |

TIMOTHY MIXTURES (45 lbs. bu.)

| | Per Bu. | 100 lbs. |
|--------------------------------------|---------|----------|
| Timothy (Choice) 98% pure | \$ 2.15 | \$ 4.75 |
| Timothy (Standard) 99% pure | 2.35 | 5.20 |
| Timothy (Best) 99 1/2% pure | 2.65 | 5.85 |
| Timothy-Alsike (20 to 25% Als.) | 3.75 | 8.30 |
| Timothy-Red Clov. (20 to 25% Clov.) | 3.50 | 7.75 |
| Tim-Rd. Clov-Alsike (25 to 30% Clv.) | 3.65 | 8.10 |

INOCULATE ALL LEGUME SEEDS WITH

NITRAGIN

OVER FORTY YEARS OF SERVICE

When ordering, Always state name of seed.

ALFALFA, all Clovers

| Size | Retail |
|----------------|--------|
| 1/2 bu. each | \$.30 |
| 1 bu. each | .50 |
| 2 1/2 bu. each | 1.00 |

PEAS (All Varieties) VETCHES (All Varieties)

| Size | Retail |
|-----------------|--------|
| 1/2 bu. each | \$.25 |
| 1 bu. each | .40 |
| 1 1/3 bu. each | .60 |
| 5 bu. each | 1.70 |
| 12 1/2 bu. each | 4.00 |

BEANS String, Wax, Kidney

| Size | Retail |
|--------------|--------|
| 1/2 bu. each | \$.25 |
| 1 bu. each | .40 |
| 5 bu. each | 1.70 |

LESPEDEZA

| Size | Retail |
|------------|--------|
| 1 bu. each | \$.30 |
| 2 bu. each | .50 |
| 5 bu. each | 1.00 |

SOYBEANS, LIMA BEANS, COW PEAS, PEANUTS

| Size | Retail |
|-------------|--------|
| 1 bu. each | \$.30 |
| 2 bu. each | .50 |
| 5 bu. each | 1.00 |
| 10 bu. each | 1.40 |
| 25 bu. each | 2.90 |

GARDEN SIZE

Garden Peas & Beans
Sweet Peas & Lupines
Enough for 6 lbs. seed
Retail Price 10c each

HAY AND PASTURE MIXTURES

| | Per Bu. | 100 lbs. |
|--|---------|----------|
| (45 lb. bu. sows 3 1/2 to 4 A.) | | |
| "Good But Cheap" Pasture Mixture (4 grasses, 4 clovers) | \$ 3.75 | \$ 8.30 |
| '50-50' Permanent Hay & Pasture Mix (50% (6) clovers, 50% (7) grasses) | 4.95 | 11.00 |
| "50-50" Permanent Hay & Pasture Mixture (without Sweet Clover) | 5.40 | 12.00 |
| Brome Grass Mix. For Dry Lands (over 40% Brome) | 5.85 | 12.95 |
| Hog Pasture Mix. (rape, sudan, millet, ryegrass, sweet clover) | 2.65 | 5.90 |
| "Hurry Up" Pasture Mix. (50% swt. clover, Korean bal. Rye Grass) | 3.10 | 6.85 |

GRASSES

| | 100 lbs. | 10 lb. Post Pd. |
|-----------------------------------|----------|-----------------|
| Brome Grass (Home Grown) | \$14.95 | \$ 1.95 |
| Brome Grass (Canada extra heavy) | 15.95 | 2.10 |
| SUDAN GRASS (Johnson Free) | 3.75 | .85 |
| SUDAN No. 23 (Certified & Sealed) | 5.95 | 1.00 |
| Ky. Bluegrass (Extra Heavy) | 20.00 | 2.95 |
| Kye Grass | 8.00 | 1.25 |
| Red Top Solid Fancy Seed | 13.50 | 1.85 |
| Orchard Grass | 19.50 | 2.95 |
| Meadow Fescue (Eng. Blue Grass) | 15.00 | 1.95 |
| Western Wheat Grass | 16.50 | 2.25 |
| Blue Stem (Native Grass) | 14.95 | 1.95 |
| Side Oats Gramma | 14.95 | 1.95 |
| Blue Gramma | 20.00 | 2.95 |
| Crested Wheat Grass | 15.95 | 1.95 |
| Reed Canary Grass | 22.00 | 2.95 |

FODDER CROPS

| | 100 lbs. | 10 lb. Post Pd. |
|-------------------------------------|----------|-----------------|
| Atlas Registered Blue Tag | \$ 5.00 | \$.95 |
| Atlas Affidavit (from Regis'd seed) | 3.25 | .79 |
| HEGARI, Registered Blue Tag | 3.50 | .85 |
| HEGARI Affidavit (from Reg. seed) | 2.50 | .69 |
| German Millet | 2.75 | .69 |
| Proso Millet, (Grain type) | 2.90 | .75 |
| Black Amber Cane | 3.25 | .79 |
| Fodder Cane | 2.75 | .69 |
| Milo (yellow) | 2.50 | .65 |
| Milo Colby (combine type) | 2.75 | .69 |
| Milo, Sooner (certified) | 2.95 | .75 |
| Grohoma | 2.95 | .75 |
| Kafir | 2.50 | .65 |
| Feterita | 2.75 | .69 |
| Early Kalo (Certified) | 2.85 | .75 |
| Rape, Dwarf Essex | 8.50 | 1.25 |

SOY BEANS (60 lbs. bu.)

| | Per Bu. | 10 Bu. Lots |
|-------------------------------|---------|-------------|
| Manchu (yellow) | \$ 1.70 | \$ 1.60 |
| Mukden (Yellow) | 1.70 | 1.60 |
| Illini (Yellow) | 1.70 | 1.60 |
| Black Wilson (Early) | 1.70 | 1.60 |
| Virginia (Brown) | 1.70 | 1.60 |
| Kingwa (Black, Erect Growing) | 1.80 | 1.70 |
| Laredo (Small Black) | 1.70 | 1.60 |

SEED GRAINS

| | Per Bu. | 10 Bu. Lots |
|--------------------------------------|---------|-------------|
| Thatcher Spring wheat (rust resist.) | \$ 2.00 | \$ 1.90 |
| Flax (Bison wilt resistant) | 3.35 | 3.25 |
| Barley Ioglos (smooth type) | 1.15 | 1.05 |
| Barley, Ouerbrucker (malting) | 1.00 | .95 |
| Buckwheat | 1.45 | 1.40 |
| Iowa 105 | .80 | .75 |
| Fulghum Oats | .85 | .80 |
| Columbia Oats | .90 | .85 |

SYRUP CANES

| | 1 lb. | 5 lbs. | 10 lbs. |
|-----------------------|-------|--------|---------|
| Waconia (Early) | \$.25 | \$1.00 | \$1.75 |
| Giant Orange (Medium) | .25 | 1.00 | 1.75 |
| Honey Drip (Medium) | .25 | 1.00 | 1.75 |

LAWN SEED — ALL POSTPAID

| | 1 lb. | 3 lbs. | 5 lbs. | 10 lbs. |
|-----------------------|-------|--------|--------|---------|
| Field's Famous Mix. | .39 | .98 | \$1.49 | \$2.95 |
| Blue Grass, (Ex.Sel.) | .39 | .98 | 1.49 | 2.95 |
| Shade Grass, Mix. | .49 | 1.39 | 2.25 | 4.35 |
| White Dutch Clover | .75 | 2.15 | 3.25 | 5.95 |
| Bermuda Grass | .39 | .98 | 1.49 | 2.95 |
| Shade Grass (Poa) | .59 | 1.69 | 2.65 | 4.95 |
| New Bent Grass | .98 | 2.75 | 4.45 | 8.50 |

Henry Field's Famous Mule Hybrid Corn

SOUTHERN LATITUDE HYBRIDS (No. 129)
For South 1/2 Iowa, Central and South Ill., Nebr., Eastern Kansas and Missouri.
No. 129—The 2-Ear hybrid for average soil
No. 129S—Large, single, ear for average soil
No. 129L—Light soils
No. 129R—Average to rich soils. Long ear
"Weather-Proofed" Blend-A — Pollinates in hot weather. Can furnish both edge and hill drop
CENTRAL LATITUDE HYBRIDS (No. 116)
For Central Iowa to top two rows counties, North Nebraska and Illinois, Southeastern South Dakota.
No. 116—Average soils
No. 116L—Light soils
No. 116R—Heavy soils
"Weather-Proofed" Blend A-1—Pollinates in hot weather. Can furnish both edge and hill drop
NORTHERN LATITUDE HYBRIDS
No. 90—Central Minn., Wisc., So. Dakota.
No. 100—North Iowa, South Minn., So. Wisconsin.

| FLAT KERNEL EDGE-DROP | |
|------------------------------|---------|
| 2 Bu. or more Per Bu. | Per Bu. |
| \$4.50 | \$4.75 |
| MEDIUM ROUND KERNEL HILLDROP | |
| 2 Bu. or more Per Bu. | Per Bu. |
| \$3.25 | \$3.50 |

State Certified, U.S. and Other Hybrids at Lower Prices

| | | | |
|--|--|--------------------|---------------|
| (In all cases I recommend Mule-Hybrid as a heavier-yielding, Super Hybrid, but in case you prefer state-Certified Certified seed, you save money buying it direct from Henry Field.) | | State & U. S. Nos. | |
| Minhybrid 301-Minn., So.Wis. | | FLAT EDGE-DROP | |
| Iowa 931 - Northern Ia. | | ROUND HILL DROP | |
| Iowa 939 - Central Ia. | | 2 Bu. or more | 2 Bu. or more |
| Iowa 942 - Central Ia. | | Per Bu. | Per Bu. |
| Iowa 13 - Southern Ia. | | \$4.45 | \$4.70 |
| Illinois 960 - Southern Ia. | | | \$3.20 |
| Ind. 432 - N & Cen. Ia. | | | \$3.45 |
| Illinois 751 - Southern Ia. | | | |
| U. S. 35 - Northern Mo. | | | |
| U. S. 44 - Southern Ia. | | | |

REGULAR HIGH GERMINATING OPEN - POLLINATED CORN

| | | |
|---|--------|-----|
| VARIETIES. Reid's Yellow Dent, Krugs Yellow Dent, Iowa Silvermine | \$1.95 | Bu. |
| Boone Co. White, St. Chas. Red Cob White | | |

SAVE \$1.00 TO \$4.00 PER 100 WITH HENRY FIELD'S LOW CHICK PRICES

ONLY \$1 DEPOSIT for each 100 chicks wanted holds your order for any delivery date you wish. Balance 10 days before shipment. We pay all transportation charges. Send cash in full for immediate shipment.
C. O. D. PLAN: Send \$1.00 for each 100 chicks or less wanted. Pay balance plus transportation charges. Be sure and specify on order.

SPECIAL DISCOUNTS
DEDUCT 20c per 100 For Orders Over 300 Chicks
DEDUCT 25c per 100 For Orders Over 500 Chicks
ADD 1c per CHICK For Orders Less Than 100

100% LIVE ARRIVAL GUARANTEED
100% live arrival of strong, live chicks guaranteed on every order.
My iron-clad guarantee.
H. F.



3 BEST GRADES...ALL PREPAID

STANDARD GRADE! NOT PREPAID

Free Gut With March Orders!

| STANDARD GRADE! NOT PREPAID | | GOOD FIELD'S STANDARD GRADE | | BETTER SPECIAL LAYING GRADE | | BEST FIELD'S BEST EGG GRADE | | BETTER Than BEST! FIELD'S EX. SELECT GRADE | |
|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|--|----------------------------|
| STRAIGHT RUN CHICKS PER 100 | SEXED Per 100 Pults. Chks. | STRAIGHT RUN CHICKS PER 100 | SEXED Per 100 Pults. Chks. | STRAIGHT RUN CHICKS PER 100 | SEXED Per 100 Pults. Chks. | STRAIGHT RUN CHICKS PER 100 | SEXED Per 100 Pults. Chks. | STRAIGHT RUN CHICKS PER 100 | SEXED Per 100 Pults. Chks. |
| \$6.15 | \$12.95 | \$6.15 | \$12.95 | \$6.95 | \$13.95 | \$7.85 | \$14.95 | \$8.85 | \$15.95 |
| \$6.25 | \$ 8.40 | \$6.25 | \$ 8.40 | \$7.50 | \$ 9.90 | \$7.95 | \$10.90 | \$8.95 | \$11.90 |
| \$7.25 | \$12.40 | \$7.25 | \$12.40 | \$8.50 | \$13.00 | \$8.95 | \$14.00 | \$9.95 | \$15.00 |
| \$6.90 | \$12.40 | \$6.90 | \$12.40 | \$7.50 | \$13.00 | \$8.50 | \$14.00 | \$9.50 | \$15.00 |
| \$7.25 | \$ 8.45 | \$7.25 | \$ 8.45 | \$8.50 | \$ 9.40 | \$8.95 | \$10.40 | \$9.95 | \$11.40 |
| \$7.25 | \$ 8.25 | \$7.25 | \$ 8.25 | \$8.50 | \$ 9.25 | \$9.25 | \$10.25 | \$10.25 | \$11.25 |
| \$6.90 | \$12.95 | \$6.90 | \$12.95 | \$7.90 | \$13.95 | \$8.90 | \$14.95 | \$9.90 | \$15.95 |
| \$7.15 | \$14.40 | \$7.15 | \$14.40 | \$8.40 | \$15.40 | \$8.95 | \$16.40 | \$9.95 | \$17.40 |
| \$5.45 | \$ 8.40 | \$5.45 | \$ 8.40 | \$6.15 | \$ 9.40 | \$7.15 | \$10.40 | \$8.15 | \$11.40 |
| \$4.40 | \$ 8.40 | \$4.40 | \$ 8.40 | \$5.15 | \$ 9.40 | \$5.95 | \$10.40 | \$6.95 | \$11.40 |
| \$2.48 | | \$2.48 | | \$3.15 | | \$4.15 | | \$5.15 | |

NOW DO ME A FAVOR WILL YOU?

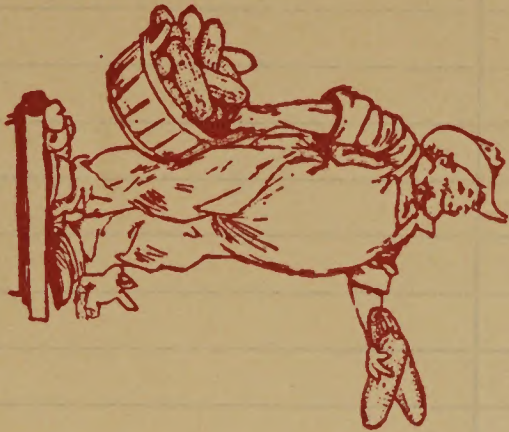
Now the catalog is done and you've read it mostly all through. So now is a good time to ask a favor of you. If there's some of your neighbors you think ought to buy of me and if you think I deserve their business, I wish you'd take the time to write me their names and addresses here below. I'd sure appreciate it. But please send only gardeners' names or folks who want nursery stock or field seed. I want everybody to have my catalog who's interested but it costs money to send them to folks who aren't.

P. S. FOR YOUR TROUBLE, THERE MIGHT BE AN EXTRA PACKET OF SEED IN YOUR ORDER!

| NAME OF PERSON WANTING CATALOG | STREET OR ROUTE | POSTOFFICE | STATE |
|--------------------------------|-----------------|------------|-------|
| | | | |
| | | | |
| | | | |
| | | | |

DID YOU REMEMBER TO ASK FOR YOUR FREE GIFTS? Don't forget, I want you to have them.

From _____
R. F. D. or Street _____
Post Office _____
State _____



Henry Field
SEED and NURSERY CO.
Iowa's Leading Seed House

Shenandoah, Iowa

FOLD ON THIS LINE

Shenandoah, Iowa
HENRY FIELD SEED & NURSERY CO., "SEEDHOUSE" SHENANDOAH, IOWA

"THE SEEDS THAT YIELD
ARE SOLD BY FIELD"



USE
LETTER
POSTAGE
HERE

FREE!
SUBSCRIPTION TO
"SEED SENSE"
GOES WITH EACH ORDER
FROM HENRY FIELD



ABOUT "SEED SENSE"

Most all of you know all about Seed Sense and most of you read it regular, too, from cover to cover, if the thousands of letters I get thanking me for it are true.

Well, "Seed Sense" is free. It's free for the asking to any of my customers. The subscription price is simply a garden seed, field seed, or nursery order sometime during the year. And every person who orders from me will be put right away on the mailing list to receive "Seed Sense" every time it's printed.

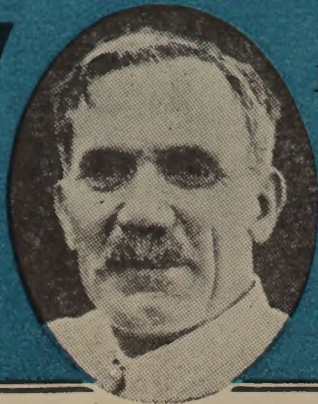
I have a lot of fun writing "Seed Sense." I try to put all of the pictures and information about planting, pruning, seeding, ect., that I think will interest you. It's crammed full of information and fun, and is printed three or four times a year. If you want it, say so.—H. F.

You don't have to use this order sheet. You can order any old way you like and it will look good to me, but this will save us both some bother.

Your Money's Worth At Field's
I guarantee to please you 100%
or you may return anything
within 10 days for exchange or
your money back. That's plain
and lived up to. But we cannot
warrant any crop as that depends
upon many conditions beyond
our control. H.F.

RUSH

TD



ORDER



SEED & NURSERY CO.

Shenandoah, Iowa

Date _____ 1940 County _____

Please Leave This Space Blank

Name _____

Street or Route _____ Post Office _____

State _____ Express or
Frt. Station _____

| | |
|-------------------|----------------|
| Former Address | Date Wanted |
|-------------------|----------------|

Address _____ If you have recently moved _____ If ordering chicks _____

SHIP BY: Parcel Post ☐; Freight ☐; Express ☐; Best Way ☐

IF OUT OF VARIETY ORDERED: Send Next Best ☐; Refund Money ☐; Use Your Best Judgment ☐
IF PRICES HAVE ADVANCED: Fill for Amount Sent ☐; Hold Order and Write Me ☐; Use Best Judgment ☐

AMT.
ENCLOSED \$ _____

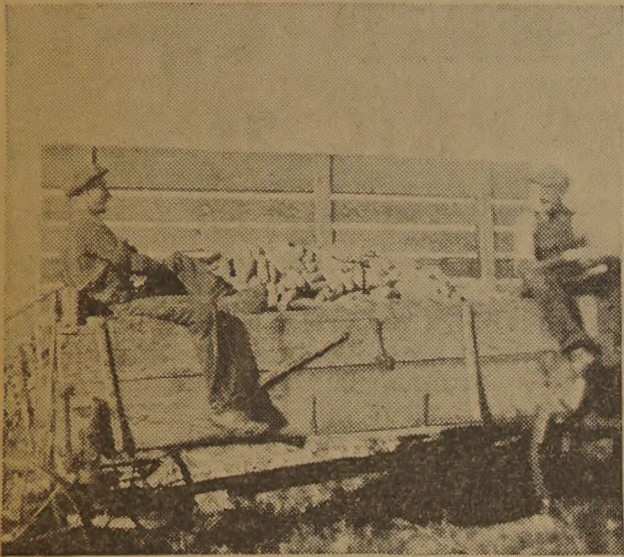
[illegible]

IF NECESSARY TO ENCLOSE CURRENCY, PLACE IN
ABOVE SPACE. FOLD CHECK ON ITS DOTTED LINE.
THEN FOLD AGAIN AT REGULAR FOLD ABOVE

| ADDRESS OF BANK | | | POSTOFFICE | STATE | DATE |
|----------------------------------|---|--|------------|-------|----------------|
| WRITE NAME OF BANK ON ABOVE LINE | | | | | |
| PAY to the ORDER OF | <i>Henry Field Seed & Nursery Co.</i> | | | | \$ |
| | | | | | |
| | | | | | DOLLARS |
| | | | | | YOUR SIGNATURE |

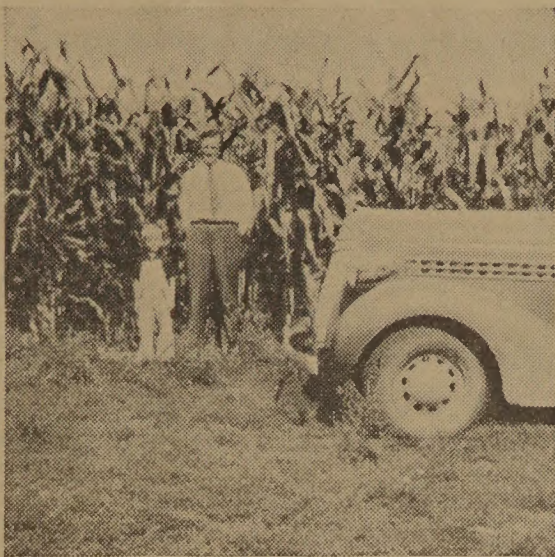
THIS FLAP IS GUMMED, READY TO SEAL
NO ENVELOPE NECESSARY
 Fold, Seal and Stamp

STATEMENT NO. 3118-3120 BERKOWITZ EM/ET OBE CO. K. C. MO.



86 Bushels Per Acre Yield!

"Dear Mr. Field: Just want to let you know how well pleased we are with the yields we got from the Mule-Hybrid corn we got from you last spring. We planted it Apr. 23—a month earlier than is usual here and it got frosted, but it didn't hurt it in the least. It made 86 bu. per acre! You are going to get some good orders from the neighbors, as it sure showed them something that other hybrids aren't doing here. It pays to get good seed and we believe Henry's does the trick."—Mrs. Geo. Christian, Kingsville, Mo., Rt. 1. My boys in the wagon are Claude and Leo. Claude is planting Mule Hybrid in 1940, too.



Corn Dented August 20th

"Dear Sir: I am sending you a picture of a field of your Mule-Hybrid corn. It was planted May 17. The above picture of myself and son, Ronnie, was taken Aug. 20. The ears were all dented. We think this is pretty good as the ground was in corn for the second year."—Edward Wenzel, Shannon, Ill.

Plates to Use for Hill-Drop

Planting my hill-drop grade of hybrid is going to save you money, but you'll need special plates. The saving on one bushel of corn will pay for them as they only cost about 60c each. The best way to buy the right plate is to take a sample of the corn, when you get it, to your dealer and he'll give you the right plate for planting it. But here are the right plate numbers for planting Hill Drop in John Deere and McCormick-Deering planters:

- For 129 and 116—McCormick-Deering 3331A; John Deere Y4665B.
- For 129L and 116L—McCormick 3082A; John Deere plate Y3384B.
- For 129R and 116R—McCormick 3237A; John Deere plate Y4665B.
- For 129R—McCormick 3083A; John Deere plate Y2865B.



Like Mule-Hybrid Better Than All

"Dear Henry Field: I planted your Mule-Hybrid 129-L this year and am enclosing a picture of the field. After 28 straight crops of corn, I got over 71 bu. to the acre! This corn is the best that any farmer can raise. Was bone dry when I picked this out the 12th of Sept. I have tried _____ and _____, but this is out-running both of them. I am putting in my order for more corn. Preach Mule-Hybrid all you can, Henry, for you have the goods."—Your customer, James Long, Dayton, Ia.

Save Money with Hill-Drop

Any amount of farmers are passing up a real chance to save money because they don't know what our hill-drop grade of corn is. They see it's \$1.25 per bu. cheaper, (\$3.25 bu. in 2 bu. lots or only 40c per A.), but they shy away from it because they don't know much about it. The hill-drop grade is simply the medium round kernels graded out of the edge-drop corn. After all, all kernels would be round if the grains on the ear were farther apart. It doesn't include any of the big butt kernels or the small tip kernels, but is just a good medium sized grade that plants as evenly as edge-drop corn. The only difference is you use hill-drop plates instead of edge drop plates. These cost 60c each and the saving on one bushel of corn pays for them. Besides saving money, hill-drop goes farther—plants 8 to 9 acres per bu. Though it hardly costs more than open-pollinated corn, it gives the same high-yield and has absolutely the same characteristics as edge-drop corn.

More and more farmers are switching to it to save money. When more people learn about it, there won't be any difference in price, but now while some folks don't know what it is, it's still a good chance to save money by putting in hill-drop.

* * * * *

"I seeded some of your Mule hybrid No. 129 on bottom ground along with _____ and _____. Your corn beat them both on yield and quality. We intend planting mostly all Mule hybrid this year."—Yours truly, G. F. Baker, Erie, Illinois, R. F. D. No. 2.

Mule-Hybrid Wins Over All in State Yield Contest—District 10

Below is the official state report of results of state hybrid corn trials in our district. As you will notice, Mule-Hybrid lead the pack, with a performance score way above the nearest competitor. These were impartially judged by state men and this report appeared in bulletin form (No. P-2 New Series) and can be obtained by writing the Iowa State College at Ames, Iowa.

DISTRICT TEN—EXPERIMENTAL CLASS

| Performance score | Acre yield | | Stand pct. | Moist pct. | Lodging pct. | Ear ht. | Dropped ears pct. | Damaged seed pct. | Name, address, variety and indicated bushels produced in 1938 |
|-------------------|------------|-------------|------------|------------|--------------|---------|-------------------|-------------------|---|
| | Bu. | Pct. of av. | | | | | | | |
| 114.59 | 66.83 | 127.0 | 79.2 | 11.1 | 13.3 | 3.4 | 1.4 | 2.2 | Henry Field Seed Co., Shenandoah, Ia. |
| 110.79 | 63.98 | 121.6 | 86.5 | 10.7 | 19.6 | 3.6 | 6.1 | 1.6 | |
| 110.07 | 62.38 | 118.6 | 71.7 | 13.6 | 5.8 | 3.2 | 6.6 | 2.5 | |
| 108.78 | 62.41 | 118.6 | 81.5 | 10.9 | 20.1 | 3.2 | 8.5 | 3.1 | (Names of other companies intentionally omitted. H. F.) |
| 106.46 | 59.55 | 113.2 | 81.5 | 16.6 | 6.8 | 3.4 | 5.5 | 5.2 | |
| 105.02 | 57.73 | 109.8 | 80.9 | 13.9 | 6.2 | 3.6 | 9.6 | 5.0 | |

Winning Hybrid—Our New 129S

The Mule-Hybrid which was entered above was our new variety, No. 129-S. This is a special high-yielding, long-eared hybrid bred to take the place of No. 129 where farmers preferred a one-eared hybrid. It has proven to be outstanding in all our trials and I'm listing it for the first time in this Seed Sense. Same price as other hybrids, but only limited supply.

Henry
Himself

Save This Radio Program

Lots of you folks have said you didn't have our radio program. Here's one for you. It's not as complete as I'd like it to be, but most everything's on it. Better hang on to it. If you're not a regular KFNF fan, we're at 890 kilocycles.

| Time A. M. | PROGRAM | Announcer |
|---------------|---|--|
| 6:00 | Weather, Markets and News..... | Pate Simmons |
| 6:15 | Smithonians (Old time music)..... | Pate Simmons |
| 6:45 | Music—Buster Fellows..... | Paul Oliver |
| 7:00 | Gardening Helps..... | Irving Steurer |
| 7:15 | Music—Perry & Galen..... | Paul Oliver |
| 7:30 | Morning Devotions..... | James Pearson & Seedhouse Girls |
| 8:00 | News..... | Pate Simmons |
| 8:15 | Music—Mable & Norman..... | Paul Oliver |
| 8:45 | Old Timers..... | Dutch Woodward |
| 9:00 | KFNF Headlines..... | Dutch Woodward |
| 9:05 | Flower Talk..... | Frank Field |
| 9:30 | Buster..... | Dutch Woodward |
| 9:45 | News—Buster..... | Bill Selah |
| 10:00 | Music—Jimmie Morgan..... | Dutch Woodward |
| 10:30 | Cornfield Hawaiians..... | Paul Oliver |
| 10:45 | Music—Mable & Norman..... | Dutch Woodward |
| 11:00 | Weather and Markets..... | Bill Selah |
| 11:15 | Seed Sense of the Air—Planting Helps, and Farm Advice..... | Frank, Pate, Al- falfa John, Judge Smith |
| 11:45 | Carters of Elm Street..... | Mutual Network |
| 12:00 | News..... | Bill Selah |
| P. M. | | |
| 12:15 | Noonday Dinner Concert..... | Paul Oliver |
| 12:30 | Weather, Markets and Letter Basket..... | HENRY FIELD |
| 1:00 | Grab Bag Program..... | Whole Seedhouse Gang |
| 1:30 | Flower Lady..... | Helen Field Fischer |
| 1:45 | The Pet Man..... | A. L. Stithem |
| 2:00 | Music—Jimmie Morgan..... | Dutch Woodward |
| 2:15 | Poetry Corner..... | Galen Williams |
| 2:30 | SIGN OFF | |
| 5:00 | Here Comes the Band..... | Paul Oliver |
| 5:15 | Music—Buster Fellows (Solos)..... | Paul Oliver |
| 5:30 | News..... | Bill Selah |
| 5:45 | Orphan Annie..... | Mutual Network |
| 6:00 | Supper Hour—Music..... | Dutch Woodward |
| 6:30 | Music—Jimmie Morgan..... | Dutch Woodward |
| 6:45 | News..... | Bill Selah |
| 7:00 | Letter Basket..... | HENRY FIELD |
| 7:30 | Farm Sales and Want Ads..... | Dutch Woodward |
| 8:00 | Special Programs..... | |
| 8:45 | News..... | Bill Selah |
| 9:00 | SIGN OFF | |

SUNDAY Church Services

8:00 A.M. KFNF Church Services.....James Pearson
9:00—on Shenandoah Church Services



A Real Jr. Seedsman

This is Ralph E. Preston of Galesburg, Ill., Rt. 4 with some of my Junior Seedsman collections all ready to go out and sell. If any of you folks around there haven't got your seed yet, better wait for Ralph. If he sells all ten, he gets a \$1.00 bill or his choice of a dozen or more premiums. Each collection sells for 39c and it has almost a \$1.00 worth of seed in it.

Wanted: 20,000 Junior Seedsmen

Here's your chance to become a Junior Seedsman and earn money or some of my many, many valuable premiums. I already have about 15,000 boys and girls selling my seeds and the way I'm sending out watches, cameras and the like, you just wouldn't believe. But there's plenty left for you, so if you want to join, just send me a postcard and say, "Dear Mr. Field: Send me the 10 collections of garden seed. I will sell them at 39c each and send you \$2.90 or will send you \$3.90 and ask for one of your premiums." Then sign your name and address and that's all there is to it. Full direction Page 6 in the Catalog.

Do You Like Seed Sense?

Well, how does this Seed Sense strike you? Does it suit or have you got some bone to pick with it? I try to please, but unless you write what you think of it, I'd have a hard time guessing.

So send in your brickbats and bouquets. Particularly the brickbats and we'll fix it up to order. This is your magazine, remember, and it takes your suggestions, ideas, and letters to make it right. So, now it's your turn to talk. I'm waiting—H. F.



I Still Want Pictures

I hope you don't get tired of me reminding you to send in your snapshots, but with summer coming on, it's a good time to take them. Send in your extra prints and the deal still holds good—each one I use, I pay for at 50c each. So send them in, children, flowers, field seeds or any interesting picture like we use in Seed Sense. We've got to have them if we're going to have a Seed Sense.—H. F.

Welcome, New Customers!

Yes, after over 50 years of business, we still have new customers every year. This issue of Seed Sense is going to a lot of new people who have never been with us before, and I want to say hello to you new folks and tell you that you are perfectly welcome.

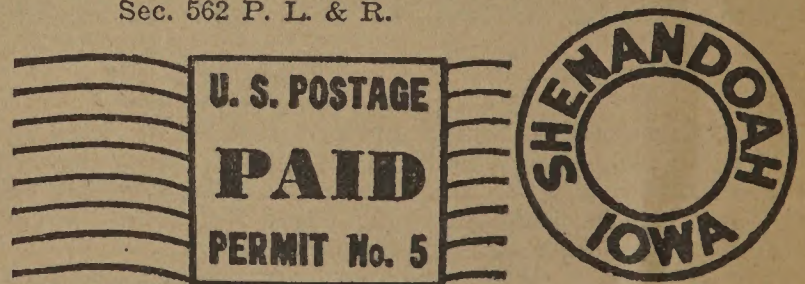
If you haven't got acquainted with us and our way of doing business before, we want you to join in now and be "one of the bunch."

Hope you like Seed Sense.—H. F.

Please Order Early!

Yes, business is good with us as it always is. We keep on trying to please and I guess that's what brings us the rush of business we have. But we don't want too much all at one time, so I'm asking as a special favor you send your orders in as soon as possible. All will get good service, but the earlier ones get more of it.—H. F.

Sec. 562 P. L. & R.



U S DEPT OF AGRICULTURE
DIV OF FOOD & VEGETABLE
Crops Division—BUREAU
OF PLANT INDUSTRY
P O WASHINGTON D C 5